

Conversation with Arizona Ag's Inspiring National Leader: Sherry Saylor

By Julie Murphree, Arizona Farm Bureau Outreach Director

In farming with her husband, Rick, Sherry Saylor was elected Chair of the American Farm Bureau Women's Leadership Committee in 2014 and will be concluding her service on the national committee at the end of January 2021. Elected to the American Farm Bureau Women's Leadership Committee in 1990, she has been a member of the Farm Bureau since 1974 and formerly held the position of Arizona Farm Bureau Women's Leadership Chair. She serves as an ex-officio member of the same group and an ex-officio member of the Arizona Farm Bureau Board of Directors, Chair of the Arizona Farm Bureau AgPAC Committee and recently served on American Farm Bureau's Board of Directors and on the American Farm Bureau Foundation Board.

If she sounds like a busy professional, she is. During it all she finds time to enjoy her precious grandchildren Moses, Lancey, Carson and Jace.

Sherry and Rick are partners in R&S Farms, a diversified row crop farming operation located in Buckeye, Arizona. They grow primarily alfalfa. Representing the 80 percent of farm women that work full-time off the farm, Sherry's career endeavor is as a school guidance counselor for Buckeye Elementary School, where she has worked for 36 years.

Sherry graduated from Westmont College with a BA in Sociology and Education and received her Master's in Counseling in 1996.

Many of us like to say we take our cues on leadership from Sherry. She is certainly an inspiration to many in the Farm Bureau family. In fact, she's becoming an institution. She is someone "devoted to the promotion of a particular cause..." and that cause is agriculture. No industry could have a better advocate than her.

I had a conversation with Saylor at the beginning of her national chair role with the Women's Leadership Committee. As she wraps up her national leadership role, it's just

as appropriate to reconnect.

With such a long-term volunteer leader commitment, it's only natural we should ask her about leadership and volunteerism in one of America's purest grassroots organizations, the Farm Bureau. Calling herself a Farm Bureau addict in the best sense of the word, Saylor sheds light on what it means to take the power of grassroots leadership and use it to advance an "essential industry."

Arizona Agriculture: You've been in volunteer leadership roles in Farm Bureau for decades starting with Young Farmers and Ranchers. What was your driver for so much engagement over the years? And why did you stick with it?

Saylor: I fell in love with the first farmer I met and then I fell in love with the Farm Bureau and agriculture! When we moved to Buckeye in 1974, I had no idea what farming was all about. I often say that the Farm Bureau saved my life because it provided a community of amazing individuals who in turn allowed me to become a part of their tribe!

Getting involved with Young Farmers and Ranchers was the first step, and then transitioning into Women's Leadership helped me continue my journey. I began to learn about this amazing industry I was privileged to be a part of. I started going to any conference and training that was offered, and I found it empowering to be able to speak with confidence about agriculture

at the local, state, and national level. Farm Bureau gave me the opportunity to make a difference by training and educating me about the issues facing farmers and ranchers. As the leadership guru Simon Sinek has pointed out, we all need to know our "why!" Our collective why is that we desire to provide food, fiber, and fuel to this world to sustain people in the days and years to come! I still am passionate about what I do because

See **SAYLOR** Page 2



While they are modest and self-effacing, Sherry and Rick Saylor of R&S Farms are a steady, dedicated and strong influence for the Farm Bureau. Often calling herself a Farm Bureau addict in the best sense of the word, Saylor sheds light on what it means to take the power of grassroots leadership and use it to advance an essential industry, agriculture.

So You Voted, Now What?

By Chelsea McGuire, Arizona Farm Bureau Government Relations Director

Your civic involvement doesn't end after you vote. If you're serious about politics and Arizona's future take advantage of the advocacy, outreach and educational opportunities Farm Bureau offers.

By the time you read this article, the chances are that the November 2020 election is already over. Whether we know the results of that election, however, will most certainly depend on how many days it takes for this edition of Arizona Agriculture to hit your inbox. (If the votes are in fact still being counted, the Arizona Secretary of State (www.azsos.gov) has an easy-to-use tracking portal on its website that will tell you the most up-to-date certified counts for state-wide and legislative races. For local races, go to your County Recorder's website to see the latest vote counts.)

The weeks leading up to an election are some of my favorite weeks of the



year, even despite the barrage of campaign television spots, a mailbox full of political ads, and street corners crowded with signs. And, if I'm being honest, the political junkie in me even finds enjoyment in those. Instead, I like election seasons because they're reminders of one of the most sacred rights we have as Americans: the right to decide for ourselves who will govern us. Seeing a record number of people embrace their civic duty by exercising that right reminds me of just how blessed we are to have it – and just how fortunate I am to work with an organization of members who take it so seriously.

See **SO YOU VOTED** Page 4

**in this
ISSUE**

Upping Our Game - Page 5
In a Socially Distanced World

Webinar Wednesdays- Page 6
Mark Your Calendar!

Agritourism- Page 7
Arizona's Growth.

Saylor continued from page 1

I believe deeply in the role the American Farmer plays in our society!
Arizona Agriculture: You’re winding down your career as the Women’s Leadership Committee Chair for American Farm Bureau Federation. Talk about this. Mixed emotions? Are you ready to pass the baton?

Saylor: After 40 years of involvement with Farm Bureau and the last six as Chair of the American Farm Bureau Women’s Leadership Committee, it is with mixed emotions that I will no longer be involved at the national level. Most certainly I will miss the relationships I have established through the years at our D.C. office and the chance to visit various state Farm Bureaus.

But I do believe in the fluidity of leadership. I said when I was elected Chair that I would serve six years and I’m keeping my word! We have amazing women on our national committee, and I feel certain that the quality of work will continue. I’ve had a wonderful run at the national level, and we have accomplished a great deal with the help of our talented staff and our” boots on the ground “volunteers. This sixth year has been especially hard since we have had no travel and no in person meetings---not the way I wanted my last year to be---but we have found the silver lining as much as possible offering zoom conferences and trainings which have allowed more women to be involved.

Arizona Agriculture: Having asked you this previously but it’s so important, what do Women in Ag bring to the leadership table that makes it distinct?

Saylor: I am absolutely passionate about helping women “find their voice” when it comes to being spokespersons for farmers and ranchers. In our recent Women in Ag survey 95% of the women respondents said they were involved in advocating for their industry. We just hosted our second D.C. Advocacy Fly -In for women leaders. We schedule this to coincide with National Ag Day (when there is not a pandemic!) and it is giving women more opportunity to connect with their congressional delegations. One of our most popular programs, Communication Boot Camp, continues to give women even more confidence as they speak publicly with the media and elected leaders. We now host two of these trainings per year and have trained 240 women to be articulate spokespersons in the public arena. Women make up most of the GO TEAM, and they are the majority of volunteer educators in our ag in the classroom programs. We hold a seat on the American Farm Bureau Foundation and sponsor 10 teachers to attend the National Ag in the Classroom Conference each year.

This is a perfect time to step up and tell our story and more and more women are finding the courage to do just that. We need to embrace this opportunity especially since women make up about 39% of primary farm owners. We have also made a concerted effort to connect with other women in ag groups such as Dairy Girl Network, FarmHer, Agri-Women, Cattle Women, Executive Women in Agriculture, Sigma Alpha etc. I have yearly hosted a network call or in person meeting with representatives from these groups which has been productive on many levels. I believe women in ag enjoy getting together, training together in a safe environment, and then sharing that knowledge with those in their sphere of influence. Women in ag bring a unique perspective to the dialogue about food, and I feel other women consumers tend to trust them since they share the same values for their families.

Arizona Agriculture: I can ask the same question about Young Farmer and Rancher since you and Rick both served in that program when you first started out in agriculture. What makes the young farmer and rancher program so distinct?

Saylor: The Young Farmer and Rancher program was what initially drew us into the Farm Bureau family. Farming and ranching can be very stressful, and even isolating, so having other individuals to “do life with” is so important. The community that occurs when you are in a high-stress occupation can be lifesaving. Having other young men and women who are experiencing the same challenges you are brings a certain comfort and even confidence. The icing on the cake is that so many of the experiences offered in the YF&R program are fun. The need for balance is so critical and being able to combine work and play is healthy and good! The training and educational opportunities are enormous in YF&R---so many of our present board members and leaders at the national level got their start in YF&R. Building those leadership opportunities is critical at that age and will pay dividends in the future for sure.

Arizona Agriculture: Why does Farm Bureau need the three core programs: YF&R, Education and Promotion and Women’s Leadership? Does this segmentation build unity?

Saylor: Grassroots volunteers are what make Farm Bureau an incredibly effective organization. Having three core programs that volunteers can align themselves with is also an effective way to utilize the talent that is in rural America. When I think of Women’s Leadership, Promotion and Education, and Young Farmers and Ranchers I believe we can safely say we are United in Purpose. All three committees may have a different emphasis in terms of furthering the cause of agriculture, but the end goal is similar.

We created a Venn Diagram this year to show how we interface with one another. We describe Women’s Leadership with the acronym LEAD: Leadership development, Engagement with the Consumer, Advocacy, and Do it Daily. P&E focuses on consumer education but not advocacy. YF&R focuses on building strong leadership in our younger farmers. All of us have the end goal of keeping agriculture a viable and healthy industry. I love that we have choices in the Farm Bureau about where to be involved. The more committees or working groups we have in the Farm Bureau provide increased opportunities for involvement of our members. The more opportunities for involvement will help spread the story that much more effectively. The bottom line is that we all work together for the common purpose of a united and healthy agriculture.

Arizona Agriculture: In the last conversation article I did with you, you mentioned that community and opportunity need to exist for a grassroots organization like Farm Bureau to really make a difference. Farm Bureau is pretty good at creating this environment, but societal norms today make it a bit challenging. What counsel would you give to ensure these elements continue to exist within the Farm Bureau world?

Saylor: The challenges facing an organization like Farm Bureau are indeed daunting. When you think that the number of farmers is decreasing in our country it leads us all to reevaluate how we are maintaining our community and our effectiveness outside our tribe of farmers and ranchers. A recent statistic I read indicated that 60% of men work off the farm and 80% of women do. Time pressure is a big hurdle for many of our volunteers. We will have to be even more creative as we plan meetings and training in the future, being responsive to the environment so many of our members find themselves in. Social media will continue to be a huge force, and we have learned that much can be accomplished virtually. However, nothing will take the place of building deep and trusted connections in the days to come. I still believe the Farm Bureau needs to value and affirm the grassroots at the county level. We need to continue formulating policy from the local level to the state and ultimately the national level. That is our strength, and we need to build on it.

Arizona Agriculture: You’re often exposed to the next generation of up-and-coming leaders. What distinguishes them and what advice would you give?


See SAYLOR Page 4

It’s your future. Let’s protect it.®

With offices across the state, we can help protect your family, home, car, farm/ranch and business.

Contact your local agent today.

BUCKEYE 311 N. Miller Rd. 623.935.6209	MIAMI 520 W. Live Oak St. 928.473.1234
BENSON 688 W 4th St., Ste. E 520.265.1950	ORO VALLEY 10355 N. La Canada Dr. #197 520.219.3600
BULLHEAD CITY 2071 Hwy. 95, Ste. A 928.763.8464	PARKER 1212 S. Kofa Ave. 928.669.2437
CASA GRANDE 408 N. Sacaton, Ste. E 520.836.2511	PAYSON 512 S. Beeline Hwy. #4 928.474.1775
CAVE CREEK 6554 E. Cave Creek, Rd#4 480.575.0710	PEORIA 9051 W Kelton Ln, Ste 6 623.979.3842 602.997.6633 623.878.2491
CHANDLER 1820 E. Ray Rd. Ste. A205 480.284.4223 or 480.899.1997	PHOENIX 22601 N. 19th Ave. #106 623.434.8097
CLIFTON 214 N Coronado Blvd 928.865.3276	PRESCOTT 3005 N. Hwy. 89 928.778.9350
COTTONWOOD 1759 E. Villa Drive, #113 928.649.8686	140 N Montezuma St., #204 928.440.6999
DEWEY 815 S. Duniwin Ln. 928.632.0014	PRESCOTT VALLEY 8008 Yavapai Rd Ste. B. 928.458.5880
FLAGSTAFF 2733 E Lakin Dr. #1 928.527.1343	QUEEN CREEK 18933 E. San Tan Blvd. #107 480.987.9163
4650 US Highway 89, Ste. A008 928-526-7022	SAFFORD 620 S. 1st Ave. 928.428.4618
GILBERT 325 S.Higley Rd. #100 480.635.3860	SCOTTSDALE 7650 E. Redfield Rd. Ste. D-4 480.483.8787
343 N. Gilbert Rd. 480.699.0861	7702 E. Doubletree Rd. Ste. 300 480-348-3900
115 N. Pasadena #104 480.704.4182	SHOWLOW 810 E. Deuce of Clubs 928.537.2990
1166 E. Warner Rd., Ste. 204A Gilbert, AZ 85296 480.993.2742 480.339.7148	TEMPE 6101 S. Rural Rd. #120 480.967.7306
GLOBE 138 S. Broad St. 928.425.3632	VAIL 13105 E Colossal Cave Rd. #3 5520.276.5514
GOODYEAR 3673 S. Bullard Ave., Ste. 101 623.925.0190	WICKENBURG 300 N. Tegner St. 928.684.6895
KINGMAN 2510 Stockton Hill Rd., Ste. B 928.377.5000	WILLCOX 365 N. Haskell Ave. 520.766.3276
3518 N. Irving St. Ste. A 928.757.5555	WILLIAMS 128 W. Grant, Ste. A 928.635.2181
LAKE HAVASU CITY 1600 McCulloch Blvd. N., Ste. 5B 928.846.3232	YUMA 661 E. 32nd St., Ste. A 928.782.0012
MESA 1012 S. Stapley Dr., #114 480.649.0260	7175 E. 31st Pl., Ste. B & J 928.248.5038 928.341.0000
2509 S. Power Rd., Ste #106 480.279.1874	1185 S 4th Ave., Ste. E 928.257.3594
2919 Ellsworth Rd, Ste 129 480.626.8045	



All offices have AgWise certified agents.



www.fbfs.com

Western Agricultural Insurance Company*, Farm Bureau Property & Casualty Insurance Company* and Farm Bureau Life Insurance Company*/West Des Moines, IA. *Company providers of Farm Bureau Financial Services



Arizona Farm Bureau Federation

325 S. Higley Rd., Suite 210 • Gilbert, AZ 85296 • 480.635.3600 • fax 480.635.3781 • www.azfb.org

OFFICERS

President • Stefanie Smallhouse • Redington
1st Vice President • John Boelts • Yuma
2nd V. P. • Richie Kennedy • Casa Grande
Exec. Secretary • Philip Bashaw

EXECUTIVE COMMITTEE

John Hart • Willcox
Sharla Mortimer • Dewey - Humboldt

ARIZONA AGRICULTURE STAFF

Julie Murphree, Editor
Taylor Rogers, Advertising
Please send comments to:
arizonaagriculture@azfb.org
For advertising, e-mail ads@azfb.org, call
480.635.3609 or visit
www.azfb.org/publications.htm

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
Subscriptions are included in annual dues.

The Voice of Arizona Agriculture



SANDERSON LINCOLN



HERE
COMES



OPERATION



SANTA
CLAUS

RIGHT DOWN SANDERSON LANE

DONATE NOVEMBER 16TH - DECEMBER 15TH
FOR YOUR CHANCE TO WIN A BRAND NEW FORD OR LINCOLN
FROM SANDERSON

GIVETOTHECLAUS.COM



SARRC



Special
Olympics
Arizona



Visit givetotheclaus.com for a list of drop off locations and for complete rules. Vehicles may not be exactly as shown.

Saylor

continued from page 2

Saylor: The next generation of up and coming leaders are highly educated. They are action oriented and don't want to delay making a difference. I love that they are a dedicated and committed group and care deeply for agriculture. Many of them will not be in production agriculture, but they will work for many of the supporting industries. They want to be a part of the Farm Bureau family, and we need to find a way to utilize their passion. We are all in this together – the farmer, rancher, seed salesman, scientist, equipment engineers, water experts etc. It's going to take a concerted effort to keep our industry healthy and sustainable. I think the challenge of the Farm Bureau will be to make everyone feel welcome and valued as we seek to meet the challenges of the next decades. The advice I would give to the "younger set" is to honor those who have gone before (learn from those whose shoulders you now stand on), celebrate the wonderful volunteers of the present (in other words play well with others!), and plan for the future with an open and creative mindset.

Arizona Agriculture: So, are you going to hang up your volunteer leadership hat? What's next?

Saylor: I am a Farm Bureau addict in the best sense of the word! I love this organization that has given so much to me and our family. I am looking forward to having more time to invest in my own state as a volunteer leader. I would love to spend more time educating our youth with the wonderful resources we have in our Ag in the Classroom program. I will always be willing to speak up for farmers and ranchers in any venue that is available. I hope to continue to advocate with our elected leaders at the local, state and national level. I would also like to continue to do some motivational speaking on the topic of leadership if the opportunity or need is there. Basically, I want to stay involved in the Arizona Farm Bureau as well as the American Farm Bureau in any way that is helpful to spread the wonderful message of agriculture.

Arizona Agriculture: Are you excited about what's ahead and why?

Saylor: I am excited about the future because I believe this is a great time to engage with the consumer about who we are as farmers and ranchers. We live in a time when people actually care about what we do and how we do it. We can be transparent and open about the best management practices we utilize on our farms to help produce the abundant and high-quality food that we do. Innovation and technology continue to change how our farms look – but what hasn't changed is that the majority of farms in this country are family owned. What hasn't changed is the commitment to excellence that America's farmers and ranchers possess. We share the same values with the consumers we serve when it comes to wanting high quality, safe, and nutritious food. With access to social media and all the communication options available there is no better time than the present to engage with those we serve.

Arizona Agriculture: Anything you want to add?

Saylor: If I had to sum up in one word my Farm Bureau career it would be GRATITUDE. I have been so blessed to have such amazing people pour into my life. I have been given unlimited opportunities through the last 40 years to grow as a person and as an agriculturalist. Most of all I appreciate the relationships that I have been able to enjoy – friends that are like family.

My life verse is Psalm 37:4 "Delight yourself in the Lord and He will give you the desires of your heart." God has indeed given to me above and beyond what I could have ever imagined the last 4 decades. When Rick and I started farming together 47 years

ago I never dreamed I would get to be the Chair of the American Farm Bureau Women's Leadership Committee.

When former Executive Jim Klinker and Field staff person Bob Wilson invited us to our first YF&R training I had no idea how deeply I would become connected to this organization. When Beryl Rousseau, former Women's Chair, gave me the opportunity to share my newfound knowledge at a Farm-City Luncheon I never realized how much I would enjoy advocating for farmers and ranchers. From that point on I have embraced the community of Farm Bureau and the opportunities it has afforded me. I will be eternally grateful for those who allowed this "city girl" to become part of the Farm Bureau Family. I will always be #FarmBureauProud! 🚜

So You Voted

continued from page 1

But for many, the end of an election marks the extent of their civic engagement: they celebrate if their guy or gal wins, lament if they lose, and then forget their names just as soon as the campaign signs are taken down. Arizona Farm Bureau members, on the other hand, know that the end of an election isn't when the work of political engagement ends. Instead, it's when the real work begins: the work of engaging with our newly elected officials as they make decisions on the issues we care about. With the election behind us:

Now is the time to sign up for AZFB's political Calls to Action. When you do so, you'll not only receive notices every time we need you to engage on a particular issue, you'll also begin to receive our regular Legislative Updates, giving you a snapshot of everything going on at the Capitol.

Now is the time to become engaged in your county Farm Bureau organization. Not only will you have a place to talk about the issues you're facing, you'll have a built in group of friends and neighbors who are likely going through the same thing, and know how to help engage your state organization to help.

Now is the time to take advantage of the leadership opportunities that Farm Bureau offers. Whether it's through the Young Farmers and Rancher's Program, the Women's Leadership Program, or through our current and future business and leadership development webinars, Farm Bureau is dedicated to giving you the tools you need to make an impact in your community, no matter who your elected leaders might be.

Now is the time to educate the future voters of tomorrow. Volunteering with our Agriculture in the Classroom program is the perfect way to make sure that our future consumers hear truthful messages about agriculture in a way that they'll never forget.

As Arizona Farm Bureau members know, civic engagement doesn't end once your ballot is counted. Indeed, that is only the start of our duty to engage with those whom we have elected. 🚜

Editor's Note: For a detailed analysis of the Arizona and federal election results, join us on November 18 for the third in our "Webinar Wednesdays" series. The 10:00 a.m. webinar will feature a "Left/Right" Panel of Arizona political consultants to give you both party's perspectives on local election results and a preview of the Arizona Legislative session. The 12:00 p.m. webinar will include a conversation with experts from Copper State Consulting to dissect the federal election and what we can expect out of D.C. for the next four years. For more information or to register, email Chelsea McGuire at advocacy@azfb.org.

Family Owned, Family Values, Great Prices

Providing Arizona Fuel Since 2001



We Specialize in
Gas, Diesel and
Lube Oils

480-905-8400



"For all your petroleum needs"

www.petroleumresourceinc.com

Social Media Helped Us Up Our Game to Stay Engaged in a Social Distanced World

By Christy Davis, Arizona Farm Bureau Outreach Director – Program Excellence

March 2020, the world as we know it changed overnight due to the pandemic. Things at Arizona Farm Bureau changed too. We went from having in-person meetings to learning about virtual platforms, canceled conferences to webinars.

The Women’s Leadership Committee (WLC) and Young Farmer & Rancher (YF&R) programs at the Arizona Farm Bureau were up against the same dilemma as the rest of the world: how do you continue to engage while maintaining social distance? With the dramatic change in the world came the challenge of continuing to effectively communicate. So, the Arizona Farm Bureau WLC and YF&R concluded that we needed to up our Social Media game.

The Women’s Leadership and YF&R took to their channels to make sure that the world knew we were still engaged and #StillFarming, #StillRanching, supplying the world with food and fiber! Specifically, for the YF&R leadership team, each member submitted a short video showing the young leaders doing their daily tasks out on the farm or ranch. The reaction from the social media audience was outstanding, with some videos reaching more than 8,000 views.

After the success of the YF&R videos, the two committees decided collaborating on a pictorial collage featuring members of both groups would create a valuable outreach. Young Farmer & Rancher and WLC members were each assigned a different word comprising the message, “Farmers and Ranchers are working to grow crops and raise livestock. We are in this together #Stillfarming #Stillranching.” This one post reached more than 11,000 people. No one expected this reaction, but we were very excited to watch our online audience grow.

As the summer and social distancing continued, the YF&R committee decided to take a few weeks to introduce themselves, allowing people following our “Arizona YFR” Facebook page a chance to meet the members of the Arizona Farm Bureau YF&R State Committee. The committee thought this would be a great way to show other YF&R members who the committee leadership team included and that leaders come from all types of agriculture and agribusiness. One of the biggest takeaways from these posts was how committee members answered, “What three words would you use to describe the Farm Bureau?” Members used words like grassroots, passionate, and leadership. These words are all truly the meaning of Farm Bureau.

The WLC and YF&R’s outreach during the early months of the pandemic gained a total reach of 54,000 people (95% of the numbers came from YF&R with the remaining from the WLC).

This fall, the Women’s Leadership Committee will be taking their annual fundraiser campaign virtual by hosting a silent auction to benefit the Ronald McDonald House. This is a new avenue for this fundraiser, and they are hoping it brings people



Arizona Farm Bureau’s two committees decided collaborating on a pictorial collage featuring members of both groups would create a valuable outreach. Young Farmer & Rancher and Women’s Leadership Committee members reached out with the message you see in this photo. This one post reached more than 11,000 people.

from outside of Farm Bureau into the fold of our community helping to benefit Ronald McDonald Houses with cotton linens.

Additionally, the Arizona Farm Bureau Collegiate YF&R is not putting their meetings on hold but instead going online to host speakers and Farm tours through webinar technology.

For more information about these programs and the many things that they are up to follow us on Facebook and Instagram or email me at christydavis@azfb.org.

Farm Bureau members receive

\$1,000 BONUS CASH

FOR A LIMITED TIME ON MOST ELIGIBLE NEW FORD VEHICLES

Our valued partnership highlights the great movement that we have together, and how farming and trucks have gone together for over 100 years.



2020 FORD RANGER

Computer-generated image with optional accessories shown.

BUILT Ford PROUD

Don't miss out on this offer.
Visit FordFarmBureauAdvantage.com today!



* Farm Bureau Bonus Cash is exclusively for active Farm Bureau members who are residents of the United States. \$1,000 Bonus Cash on most eligible new 2020/2021 Ford vehicles, and \$500 Bonus Cash on eligible new F-150 and Super Duty. This incentive is not available on Ford Mustang Shelby GT350, Mustang Shelby GT350R, Mustang Shelby GT500, Mustang Mach-E, Mustang Mach-E, Bronco Sport, Ford GT and F-150 Raptor. 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 4, 2021. Visit FordFarmBureauAdvantage.com or see your authorized Ford Dealer for qualifications and complete details. Note to dealer: Claim in VINCENT using #37408.

American Farm Bureau’s 102nd Convention Goes Virtual

Staff Reports

The American Farm Bureau Federation announced that its 102nd Annual Convention will be held online following the cancelation of all events through Jan. 31, 2021, at the San Diego Convention Center where the convention was scheduled to take place.

“Our top priority at every Farm Bureau gathering is the safety of our attendees and staff,” AFBF President Zippy Duvall said. “While we are saddened to not meet in person for this convention, we are eager to bring this event safely to farm and ranch homes across the country and excited to offer the same top-level content our members have come to expect from our in-person events.”

The 2021 American Farm Bureau Virtual Convention, to be held Jan. 10-13, 2021, will bring together farmers, ranchers and industry experts to discuss the top issues facing agriculture, including the impact of COVID-19, sustainability and the future of the supply chain, and will feature keynote speakers who inspire and motivate grassroots action. This free online event will bring home American Farm Bureau Convention favorites from the Ag Innovation Challenge and YF&R competitions to the Ag Foundation Book of the Year and the anticipated Farm Dog of the Year.

“Our convention theme this year is ‘Stronger Together,’” Duvall said. “I can think of nothing more fitting to spotlight how the agriculture community has come together keep growing the products our nation depends on while supporting our friends and neighbors throughout this public health crisis.”

Registration for the 2021 American Farm Bureau Virtual Convention will open later this year and will be free to all attendees. Further details on the event can be found at fb.org/events.

Take Fill Your Plate with You on the Road!



The mobile friendly fillyourplate.org helps you search for ...

- Farm Products
- Farmers Markets
- Farmer & Rancher Family Recipes
- Farms to Visit

Go to fillyourplate.org!



Webinar Wednesdays: Coming Soon to a Computer Near You!

By **Chelsea McGuire**, Arizona Farm Bureau Government Relations Director

We’re taking advantage of our virtual format to bring you even more of the quality content you’re used to, free of charge from the comfort of your own home!

Every year, Arizona Farm Bureau’s Annual Meeting gives us the chance to put together a solid lineup of workshops, speakers, and presentations for our members. Even though our physical meeting has been abbreviated to account for COVID precautions, our extra content has not. In fact, moving to a hybrid virtual format for our Annual Meeting means we have even more business, leadership, and industry development workshops coming your way!

Every Wednesday between November 4 and December 16, we’ll bring you live virtual workshops covering all the topics you’re used to seeing at our Annual Meeting. With a dynamic keynote speaker, an address from President Smallhouse, an update from Farm Bureau Financial Services, a panel on water, and so much more, you’ll have the chance to tune in live as we update you on all you need to know about the Arizona ag industry as we round the corner into 2021.

Registration for the complete lineup of presentations will be available in the coming days on www.azfb.org. In the meantime, mark your calendars for every Wednesday at 10:00 and 12:00!

Webinar Wednesday Lineup

November 4th

- 10:00 - Livestock Market Working Group Report: Scott Bennett and Michael Nepveux, AFBF
- 12:00 – Game Cams, Livestock Loss, and More: An Update from Arizona Game and Fish

November 11th

- 10:00 – Arizona Farm Bureau President’s Report and Welcome
- 11:00 – Understanding Modern Consumers, Navigating Skepticism, Confusion and Clutter with Steve Lerch, Keynote Speaker

November 18th

- 10:00 – What to Expect from Washington, DC: Federal Election Update with Copper State Consulting
- 12:00 – The Red/Blue Perspective: State Elections Update and Legislative Forecast with Veridus, LLC


December 2nd

- 10:00 – Farm Markets Update from AFBF
- 12:00 - Current State of Trade from AFBF

December 9th

- 10:00 – Communicating Animal Care with Candance Croney
- 12:00 – Groundwater Issues Panel: Navigating What Comes Next

December 16th

- 10:00 – Making the Most out of your Farm Service Agency
- 12:00 - Protecting Futures & Livelihoods: What’s New with Farm Bureau Financial Services 

Lemonade from Lemons


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

Many Arizona schools have opened their doors to students. Unfortunately, most are not ready to welcome visitors just yet. This presents a major hiccup for our Ag in the Classroom (AITC) Program that typically interreacts with 120,000-plus teachers and students through the school year, primarily through in-person interactions. But it will take more than a hiccup to stop Arizona Farm Bureau from teaching kids about where their food comes from. With a little reworking, Ag in the Classroom just finished presenting their Pumpkin Ag Literacy Event, virtually, to just under 23,000 students in 850 classrooms!

Teachers had 16 different time slots to choose from to join their classroom in the live virtual presentation. Books and student materials were packed and delivered to the schools in advance of the presentation so they could participate right along with us. Al-



though we cannot wait to get back into the classrooms and work with our favorite people face-to-face, we are making lemonade out of these lemons we’ve been given!

For more information about Arizona Farm Bureau’s Ag in the Classroom program, go to azfb.org and under programs look to the left of the page for all the ag education information. 



We’re in this together

We’re a true member-owner cooperative – offering loans, leases, competitive rates and unmatched service. **We are your partners in agriculture – your success is our success.**



FarmCreditWest.com
800.822.3276



Committed. Experienced. Trusted.

Arizona Agriculture’s Agritourism Has Growth Potential

By Julie Murphree, Arizona Farm Bureau Outreach Director

The weather is finally beginning to cool off a little bit in Arizona, at least in the morning, and that means folks are starting to get outside and enjoy Arizona’s farms and ranches during fall harvest and beyond.

October is the most popular month for the general public to connect with our Arizona farmers and ranchers. In fact, the agritourism aspect of our agriculture is key to the “on farm” experience where multiple activities are available to families visiting farms designed around agritourism. November and December in Arizona don’t disappoint either.

Arizona’s agritourism industry is growing and as of the 2017 census data, accounted for about \$14 million in sales. “The high-season for our agritourism industry is like other states really kicking off in the fall with pumpkins, apples and corn mazes, but it continues throughout the winter months and well into the spring,” says Arizona Farm Bureau President Stefanie Smallhouse and rancher in southern Arizona.

In fact, Apple Annie’s in Willcox, Mortimer Farms in Dewey and Schnepf Farms in Queen Creek all operate year around.

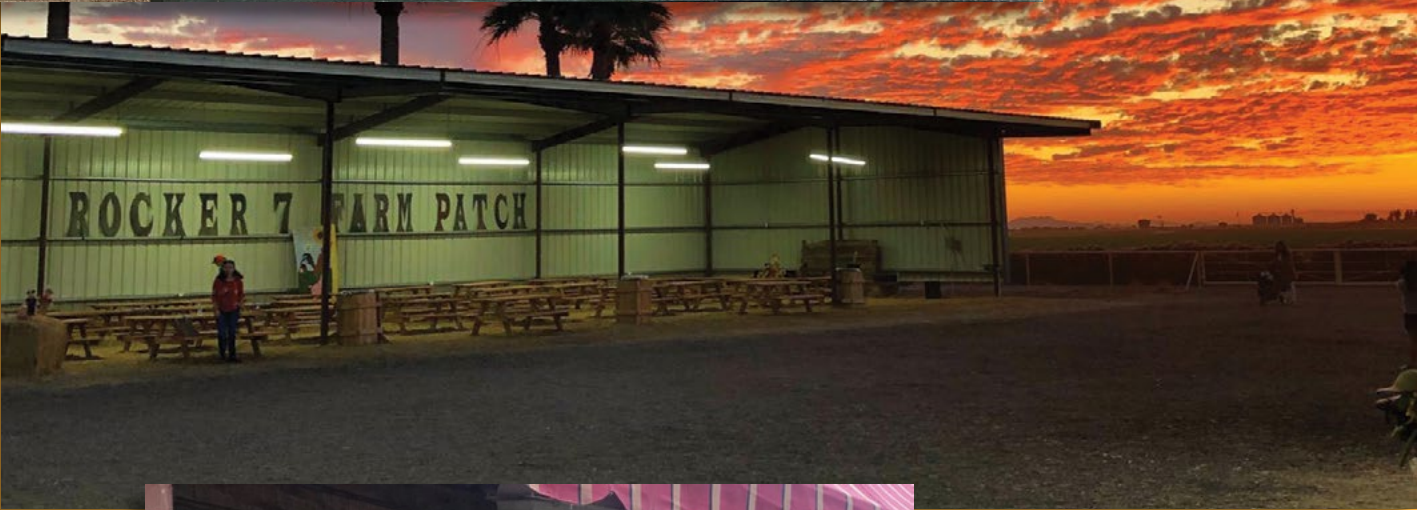
On the national level, farm agritour-

potential to help revitalize rural economies, educate the public about agriculture, and preserve agricultural heritage. In addition, community-focused farms may find agritourism an attractive option because it provides more labor opportunities for local residents.

Agritourism in Arizona

“Our farms and ranches open to the public provide educational, you-pick, and local farm-to-plate shopping opportunities as well as event and catering options,” adds Smallhouse. “You can pick oranges, apples, corn and pumpkins, learn about growing cotton, milking cows, making olive oil, shop the local meat case and produce bins or give your kids the opportunity to run around like a farm kid and for dessert eat fresh goat milk ice cream. Some farms host community events or private weddings while catering local food at the same time.”

In a recent Arizona Farm Bureau “Talk to a Farmer Friday” Instagram Live with Apple Annie’s Mandy Kirkendall, participants learned that Sunflowers are the trend with families visiting Arizona



ism revenue more than tripled between 2002 and 2017, according to data from the United States Department of Agriculture’s (USDA) Census of Agriculture. Adjusted for inflation, agritourism revenue grew from \$704 million in 2012 to almost \$950 million in 2017, the latest Census data available. The 2017 data excluded wineries, although they were included in the 2002, 2007, and 2012 data, which suggests agritourism revenue growth may have been even greater during that period. However, agritourism revenue is still small relative to total farm revenue, accounting for 5.6% of farm-related income in 2017.

Agritourism helps U.S. farmers and ranchers generate revenue from recreational or educational activities that cater to families with small children, such as tours of a working farm or “pick-your-own fruits and vegetables” programs. Beginning and small and mid-size farms are increasingly exploring agritourism as a strategy to remain competitive.

Says the USDA, Agritourism also has the

farms. “Our acre-plus of sunflowers are very popular this season as well as last. Prior seasons, the product wasn’t moving as fast in our country store as now.” Perhaps Pinterest boards are featuring more and more crafts with sunflowers.

“A significant portion of farm tours and experiences in Arizona involve visiting and touring vineyards,” adds Smallhouse. “We have three major wine growing regions in Arizona and as of 2013, there were 96 operations. If you are a connoisseur, there are several varieties to enjoy, including Cabernet Sauvignon, Grenache and Syrah.”

Says Smallhouse, “I love a Viognier from the Verde Valley region and a spicy red infused with green Chiles from the Sonoita region.”

Future Growth in Arizona

Smallhouse has great insights on this as she advocates as Arizona Farm Bureau Presi-

United States Postal Service
Statement of Ownership, Management, and Circulation

1. Publication Title: Arizona Agriculture
2. Publication Number: 0274-7014
3. Filing Date: 9-25-2020
4. Issue Frequency: Monthly (9 times annually)
5. Number of Issues Published Annually: 9
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, Arizona, 85296
8. Complete Mailing Address of Headquarters or General Business Office of Publisher: Arizona Farm Bureau Federation Arizona Agriculture 325 S Higley Rd, Suite 210, Gilbert, Arizona, 85296
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor
Publisher: Philip Bashaw 325 S Higley Rd, Suite 210, Gilbert, Arizona, 85296
Editor: Julie Murphree 325 S Higley Rd, Suite 210, Gilbert, Arizona, 85296
Managing Editor Julie Murphree 325 S Higley Rd, Suite 210, Gilbert, Arizona, 85296
10. Owner: Arizona Farm Bureau Federation 325 S Higley Rd, Suite 210, Gilbert, Arizona, 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
14. Issue Date for Circulation Data: 9-15-20
15. Extent and Nature of Circulation: Agriculture industry news
 - a. Total Number of Copies (Net press run): Average No. Copies Each Issue During Preceding 12 Months — 2866; No. Copies of Single Issue Published Nearest to Filing Date — 2844.
 - 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 — 2716; No. Copies of Single Issue Published Nearest to Filing Date — 2694.
 - 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 — 2652; No. Copies of Single Issue Published Nearest to Filing Date — 2643.
 - 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. Free or Nominal rate copies mailed at Other Classes Through the USPS: Average No. Copies Each Issue During Preceding 12 Months — 50; No. Copies of Single Issue Published Nearest to Filing Date- 50.
 - 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. Total Free or Nominal Rate Distribution: Average No. Copies Each Issue During Preceding 12 Months — 50; No. Copies of Single Issue Published Nearest to Filing Date — 50.
 - f. Total Distribution (Sum of 15c and 15e): Average No. Copies Each Issue During Preceding 12 Months — 2766; No. Copies of Single Issue Published Nearest to Filing Date — 2744.
 - 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 — 2796; No. Copies of Single Issue Published Nearest to Filing Date — 2774.
 - i. Percent Paid and/or Requested Circulation (15c. divided by 15f. times 100): Average No. Copies Each Issue During Preceding 12 Months — 98%; No. Copies of Single Issue Published Nearest to Filing Date — 98%.
16. Publication of Statement of Ownership: Publication Required. Will be printed in the Nov 2, 2020 issue of this publication.
17. Signature and Title of Editor, Publisher, Business Manager, or Owner: Date 9-18-20



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).

Growth *continued from page 7*

dent. “Last year Farm Bureau worked very hard at our Legislature to pass new legislation defining agritourism as an important sector of Arizona agriculture. It now has a clear definition that will help address the issue of property taxes and regulatory issues. Inviting the public onto our farms and ranches is very hard work and is certainly not for everyone, but it offers a diversification on the farm to offset turbulent markets and growing conditions.”

She adds, “The opportunity for the public to interact with growers is very important for the sustainability of agriculture in Arizona. These interactions are key to informing kids and adults alike as to how their food is grown and the challenges which exist in producing food and fiber.”

Despite the challenges of 2020’s pandemic and how hard some of our agritourism farms were hit, they remain hopeful. “Our winegrowers were particularly hit hard with the loss of local sales and farms have had to adjust visitation for social distancing, but overall Arizona is known as a tourism destination and visiting our farms and ranches is a great way to experience not only our climate and scenery but also our locavore menus,” says Smallhouse.

Arizona and other western states are lucky to be able to have the “welcome” signs out in mid-winter. You can find our year around agritourism farms open for the Christmas holidays or hosting a winter wedding.

USDA reports as the share of farms and ranches with agritourism revenue increases, more farmers and ranchers may be encouraged to adopt agritourism activities. Previous research has documented the loss of small and mid-sized farms and ranches, so agritourism revenue may offer a viable strategy to keep these farms afloat — particularly near agritourism hot spots.

Finally, the USDA suggests future research could help identify agritourism best practices, keys to success, or barriers to growth. Tracking agritourism operations over time will help researchers better understand the characteristics of successful operations and why some enterprises have chosen to participate in agritourism.

For now, Arizona’s major, well-established agritourism farms have a solid foothold in their community and are well-known by local residents. As the landscape in farming changes, this type of farming truly holds the key to keeping the public connected with Arizona agriculture. Go to fillyourplate.org to search for farms to visit! 🍴



Instagram live!

Remember talk to a farmer/rancher occurs every Friday morning.



Your financial future is one of the many things on your mind.
It’s the only thing on ours.

If 2020 has taught us anything, it’s the importance of being prepared for the unexpected. Could your financial future handle another year like this one? Our agents and advisors are committed to helping you gain the peace of mind that comes from knowing you’re not alone in preparing for your future.

Contact your agent or visit FBFS.com to find an advisor, today.

 **FARM BUREAU FINANCIAL SERVICES**
It’s your future. Let’s protect it.®

Financial Planning | Retirement Funding | Life Insurance | Mutual Funds | College Funding

Securities & services offered through FBL Marketing Services, LLC,* 5400 University Ave., West Des Moines, IA 50266, 877/860-2904, Member SIPC. Advisory services offered through FBL Wealth Management, LLC.* Farm Bureau Life Insurance Company* /West Des Moines, IA. *Affiliates. *Company provider of Farm Bureau Financial Services. WM019 (9-20)