

Checking on ASFMRA CE Credits is a Simple, Do-It-Yourself Project

How are you set with your continuing education credits with ASFMRA? Are you current? Are you sure?

ASFMRA has been very diligent in tracking member records and keeping them up to date. Attendance rosters from ISPFMRA-sponsored events such as the Annual Meeting, Summer Tour and the Land Values Conference are automatically forwarded to ASFMRA where they are input into your personal file at their offices. Those are the records they use to determine if members are current with their education needs.

Here are the basics:

- All Accredited and Professional members are on a three-year cycle. In that time frame they must get a total of 60 hours of Continuing Education.
- All appraisal members must take the 7-Hour National USPAP Course every two years.
- All Associate, Professional and Accredited members must take the ASFMRA Best in Business Ethics every six years.

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She notes that some members may have received letters from ASFMRA over the past few months indicating they were deficient in their required CEs. "We know that many of the members have likely attending qualifying classes but have just not reported those. This can be a quick fix if they want to review their file and do updating online," she continues.

Continued on Page 5



Pre-Touring the Summer Tour

Sarah Randall, a park ranger with the U.S. Corps of Engineers, explains some of the details that will be covered at the Lake Shelbyville Dam during the upcoming ISPFMRA Summer Tour to tour committee members Norbert Soltwedel, Bruce Huber and Jim Schwerman. The three spent the better part of the day on June 11 doing a 'dry run' of the entire summer tour route including the first stop which will be at the Lake Shelbyville Dam, where Ranger Randall spent time with the team. "It was a day well-spent," says Committee Chair Soltwedel. "It gave us the opportunity to check driving times and confirm what everyone will be seeing during those two days." The base for the tour, which will be August 14 and 15, will be the Fairfield Inn and Suites in Effingham. A complete agenda and registration information is included as part of this newsletter.



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Bruce Says

by Bruce Huber, AFM, ARA
President
Illinois Society of Professional
Farm Managers and Rural
Appraisers



Agriculture never fails to present new challenges each and every year. This year, farmers in Central Illinois had to sit idly by as persistent rainfall throughout April and early May kept them out of the fields. When the weather did cooperate, farmers in Illinois and across the nation, planted a record amount of corn in a one week period. Farmers in Illinois planted nearly 60 percent of the anticipated corn acres between May 12 and May 19, while over 40 percent of the nation's corn acres were planted in that same time frame. This is a truly amazing feat.

We have an excellent Summer Tour to look forward to on August 15-16 in Effingham/Lake Shelbyville area. Norbert Soltwedel and his tour committee have put together a great program with some very unique venues. Stops on the tour vary from a winery to natural gas-fired electricity generating facilities. One of the most unique stops will be the Shelbyville dam where tour members will be allowed to go inside the dam. (I am told people with claustrophobia may want to wait up top.) I think this sounds very interesting to say the least. We hope to see you there.

Another event coming up this summer is ASFMRA's Summer Education Week in Omaha. There will be several classes offered at this education event and we hope that many of our members take advantage of these excellent offerings. We offer scholarship to students who take part in their part of this program and this year Jack Shaobo Hou from the University of Illinois will be attending. His letter to Memorial Scholarship Chairman Rick Hiatt is included in this newsletter.

And while it is a little later in the season, please consider attending the Leadership Institute, September 8-13 in Washington, DC - you will not be sorry.

Thanks to our generous sponsor, DuPont Pioneer, the advocacy/media training will be available to both managers and appraisers once again this year. This valuable training will help you become more articulate on issues and give your speaking skills a huge boost. Not to be missed! I personally thought this was one of the best professional development events I have ever participated in.

Get a birds-eye view of your government in action. While a number of attendees are company-sponsored, individuals are also encouraged to apply. Remember, this leadership training is available and beneficial to managers, appraisers and consultants no matter your age or years in the business. Tuition to attend is \$795. If you are interested in attending, please apply for the scholarship funding the chapter has available to cover this cost. All you have to do is register with ASFMRA to attend then send us a reimbursement request when you return.

I am looking forward to attending the American Society of Farm Managers and Rural Appraisers Annual Meeting in Reno, in November. The American Society annual meetings always provide the opportunity to network with other professionals throughout the country. The friendships made at these meetings and other

(Continued on page 14)

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Checking your ASFMRA CE File

Continued from Page 1

About the Ethics Course

“We only accept the ASFMRA Ethics course for the ethics requirement,” explains Deanna Ilk, State Certification Coordinator with ASFMRA. “All Associate, Professional and Accredited members must take the Ethics course every six years. New members are required to take Ethics within the first two years of membership then they will be put on a six-year cycle.”

“We have the ASFMRA Best in Business Ethics for New Members, which is four hours plus a one-hour exam, and

the ASFMRA Best in Business Ethics Refresher, which is three hours long. If the Chapter is looking at offering Ethics, I would recommend offering the New Member course. Anyone that is in need of the refresher can take the new member one, but does not need to take the exam.”

But how can you be sure your records are up to date?

It is not a difficult thing to do, Deanna says. She has prepared a step-by-step procedure for members to follow.

1. Go to www.asfmra.org/member-center/
2. Go to “update profile” on the top (tan) band of the website (see graphic below):



3. Then use the pull down menu to pick “Continuing Education Credits.”

Person Detail

Choose...

- Choose...
- Modify My Record
- Change Password
- Active Committee Roles
- Committee Role History
- Active Chapter Roles
- Chapter Role History
- Order History
- Pay Bills Online
- Change Company Affiliation
- Continuing Education Credits
- Email Discussion Lists

(Continued on Page 7)

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[Continuing Education Requirements](#)

All Disciplines - ASFMRA Education

Description	Possible	Received	Starts
Vaulation of Conservation Easements and other Partial Interests	2	22	4/20/2010
Vaulation of Conservation Easements and Other Partial Interests		2	4/20/2010

This is your ASFMRA Education

ASFMRA Chapter Education - Not already listed as ASFMRA Education

Please confirm that the education you are about to enter does not already appear on your record which is listed on this page.

Description	Possible	Modify	Delete
Colorado Chapter Tour	1	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

This is the education you have entered

Education from Outside Providers

Please confirm that the education you are about to enter does not already appear on your record which is listed on this page.

Description	Possible	Modify	Delete
Appraisal Principles	30	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

USPAP - from a Provider other than ASFMRA

Please confirm that the education you are about to enter does not already appear on your record which is listed on this page.

Description	Possible	Received	Starts	Modify	Delete
15-Hour USPAP	15	15	1/17/2004	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

These are the USPAP Courses you've taken from ASFMRA

USPAP Apprasier-Reviewer - ASFMRA Offerings

Description	Possible	Starts
7 hour USPSP	1	1/20/2009

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5. To enter a new Non-ASFMRA class just click the appropriate “Add Now” button under the category you want to add a class.

ASFMRA Chapter Education - Not already listed as ASFMRA Education

Please confirm that the education you are about to enter does not already appear on your record which is listed on this page.

Description	Possible	Received	Starts		
Colorado Chapter Tour	1	1	9/17/2010	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>

Education from Outside Providers

Please confirm that the education you are about to enter does not already appear on your record which is listed on this page.

Description	Possible	Received	Starts		
Appraisal Principals	30	30	7/14/2002	<input type="button" value="Modify"/>	<input type="button" value="Delete"/>



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Leadership Addresses Land Values at Legislative Hearing

by Bruce Huber, ARA, AFM
ISPFMRA President

High farmland values have caught the attention of more than just investors! Land values have increased so dramatically they have caught the attention of school districts and other taxing bodies throughout the state. Legislators are now seeking an equitable change in the way farmland is taxed in Illinois and a few would like to see drastic changes.

The Illinois Society was contacted earlier this spring by Valerie A. Corey, who is a research analyst for the House Democratic Research and Appropriations Division in Springfield. Apparently, the *Illinois Land Values and Lease Trends Report* had caught her eye and she wanted someone from our organization to testify before the House Appropriations Committee in April.

In preparation, Jerry Hicks, Robert Nelson and I met with Kevin Semlow and Bill Bodine from the Illinois Farm Bureau Federation prior to testifying before the committee. Jerry and I felt it would be good to be on the same page and present a consolidated front with Farm Bureau.

Kevin and Bill informed us that Representative Frank Mautino (D) 76th District, had brought a bill before the House (Farm Bureau supports this bill) which would help remove the disconnect between lower soil productivity soils and higher soil productivity soils. Illinois has had a 10 per cent cap, up or down, since the 1980's. The unforeseen problem from this particular legislation was that the compounding factor of 10 percent movements disproportionately affect the different classes of land (high quality land accelerates at a much faster pace than does low quality land; as an extreme example, 10 percent of zero is still zero).

When the legislation was originally enacted there was a 2-to-1 ratio in the land classes and this has grown to a 40-to-1 ratio. If this is not corrected it will only continue to worsen.

The reason for supporting this legislation is there are some members of the legislature that would like to see farmland assessed like other real property in Illinois as was evident during the question and answer session of the House Committee. Barbara Flynn Currie, (D) 25th District (Chicago), stated several times she does not understand why farmland cannot be assessed at market value just like homes. Representative John Bradley (D) 117th District, and Mautino both understood the impact that assessing farmland based on market value would have on our industry and the need to tweak the current methodology.

Representative Bradley even quipped that if representative Currie wanted to assess the "ENTIRE" state using the same formula that he may be in favor. I was later

informed that Chicago is assessed using an entirely different formula and this was a friendly jab.

Dr. Bruce Sherrick, University of Illinois College of ACES, Dr. Steven Kraft, Southern Illinois University, and I all testified before the committee. Sherrick and Kraft basically did all of the testifying before this committee. The questions mainly focused on how farmland assessments are determined. Kraft was there to testify about soil productivity index ratings while Sherrick testified on how the current assessments are developed.

Both of these gentlemen did an outstanding job presenting the material in a very short period of time and provided the committee with valuable knowledge of why farmland is assessed the way it is. Dr. Sherrick mentioned that all 50 states have some alternate method for assessing farmland.

The final question directed to Dr. Sherrick was "What would be the impact of assessing farmland at market value?" to which he replied, "It would be severe."

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Growing up in Chicago, I had little understanding of agricultural until my sophomore year of high school when I started doing projects on the topic of world hunger. There I learned the crucial facts of food distribution, warfare and political corruption in Africa. When I started to look into it further I started to believe being a qualified farm manager would allow me to develop a career in production agriculture.. Additional internship experiences in pollination at the Chicago Botanic Garden helped me make friends with entomology researchers. In reading their publications, I was amazed by their research.

I am enrolled at the University of Illinois College of ACES and my major is Agribusiness, Marketing and Management with a minor in Crop and Soil Management. While there I have met numerous students who come from rural areas, many of whom are from families that own farms of thousands of acres. Together with my course works, I have developed a greater understanding of the factors that are the base for the price common groceries. I have also started to look more closely at agricultural policy and the effects of technology on individual farm yield. I also care about other growth factors such as precipitation and new farming methods that may affect the yield and fertility preservation.

However, being an Illinoisan can also restrict my views to either soybeans or corn due to our geography and climate. For that reason I am planning to attend the ASFMRA Summer Education Week in Omaha this July because I want to learn more about agriculture and the possibilities of how I can contribute to the industry. I think this event would help me a lot in meeting other college students with the same ambitions.

My career objective at this moment is to find a grain merchandiser position at a local grain elevator to work with farmers and buyers at the local level as well as possible international experience..

Thank you so much for your time and let me know if I could be of more assistance.

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Jack Shaobo Hou

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Members in the news

Seven ISPFMRA Chapter Member farm managers visited the University of Illinois campus April 23rd to participate in a panel discussion in Paul Stoddard's introductory farm management course. They presented an overview of the farm management and appraisal industry to the 117 students and answered a variety of questions about both professions. The managers involved with the program were:



(shown from left) Matthew E. Wyss, AFM, from Heartland Bank and Trust Company; C. Scott Johnson, AFM, from Capital Agricultural Property Services; Seth M. Baker, AFM, from Hickory Point Bank Ag Services; Eric W. Decker, AFM, from Westchester Group Investment Management, Inc.; Reid L. Thompson from Hertz Farm Management, Inc.; Eric M. Wilkinson, AFM, from Hertz Farm Management, Inc.; and Mark R. Smith from Soy Capital Ag Services.

Bruce Says

(Continued from Page 3)

educational events are priceless. This particular meeting has another benefit where individuals involved with the sale and acquisition of farmland will be able to visit with farmland investors and fund managers. This looks to be a very interesting meeting to say the least.

Because of the size of our membership base, the Illinois Chapter has three votes in any business matters taken up on this meeting. These are cast by your board. If there are any particular issues you for which you want to express a specific opinion, let any of us know. We'll be glad to 'carry your banner,' so to speak, at the national meeting.

It has been an educational and enjoyable experience being the President of the Illinois Society of Farm Managers and Rural Appraisers. It's because of the activity, volunteer spirit and involvement of the membership that this job is easy and rewarding. My thanks go out to all who do volunteer and are keeping this Chapter active and alive.

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Agriculture Apps: 6 Things To Know Before You Download

by Matt Hopkins, Meister Publishing

So many mobile apps to choose from, so little time. The Apple App Store has more than 775,000 apps, while Google Play is predicted to become the first store to reach the 1 million apps mark by June 2013. Sorting through these massive libraries to find an app that fits your needs can be a bit daunting, to say the least.

Fortunately for agriculture, app overload hasn't occurred — yet. Once you remove “games” from the mix, a search for farming/agriculture apps results in a manageable number. But as developers continue to crank out more and more apps that help growers and mobile ag professionals do their jobs more efficiently, the pool of available offerings will only deepen — and get increasingly overwhelming.

Still, many people who've downloaded apps for agriculture have had a positive experience. Consider these comments from my latest ranking of the best mobile apps in agriculture:

"I love the agSeedSelect app. The Simplot Spray Guide and Agrowdata are good, too. I just downloaded Weed Manager Plus and Extreme Beans and from what I can tell so far they look great." — Rob Terbock

"I have found Mobile Farm Manager extremely helpful. I will try the others as we approach the spring farming season." — Tony Russell

While these comments likely represent the norm in the mobile ag app experience, you should still have a thoughtful approach to shopping. So before you download your next app, keep these six things in mind:

1. Consider the source. If you want an app you can trust, go to the source, says Denise Richardson, an identity theft risk management specialist. Always download apps from reputable companies like John Deere or Monsanto. Legitimate applications require you to complete an authentication process, register your phone and create a username and password. Check the user comments and ratings for the app, and make sure you are comfortable with the access permissions granted to the application.

2. Privacy concerns. According to Privacy Rights Clearinghouse, one concern surrounding apps and their ability to share and sell user data is that many don't have privacy policies. Even when an app does have a privacy policy, the small size of a smartphone screen can make it both difficult to read and understand. Who makes the app? What data does this company collect? How does it store your data? These are the questions you should be asking, and you may be able to find the answers in the app's privacy policy.

3. Be wary of malware. Not all storefronts are created

equally. Although malware incidents are on the rise (particularly on Android phones) according to a report from security firm F-Secure, the majority involve apps acquired from random, untrustworthy Websites. By masquerading as legitimate apps, malware often installs a working version of the program, but one that requests permissions well in excess of what is normally required. If your phone begins performing functions on its own, F-Secure warns, that may be a sign of malware.

4. Look out for data-sucking apps. It's all about the data. And sometimes it's difficult to know which app is hoarding it. According to Phys.org, some of the biggest offenders on data usage are movie streaming, music, games and maps, the latter of which is commonly used in precision agriculture. Fortunately, there is an app for that problem. If this is an issue on your data plan, consider installing a data usage tracking app that will send out alerts to help you stay within your data cap.

5. Monitor apps that use the most battery. Battery power on smartphones is always a bit of a crapshoot. If you frequently download agriculture apps (as well as other types), it's likely some may be running in the background without your knowledge and zapping your battery life. It's a good idea to regularly check your settings to see how much power each app is using. You can use also Carat. According to TechCrunch.com, this app shows you which apps are sucking up power so you can shut them down and improve battery life.

6. Free vs. paid apps. Most ag-related apps are free, but a handful also have a paid version. Free apps often provide good functionality and features, as well as great service from the developers. Yet, many free apps provide limited functionality. In most cases, the limitations can be lifted by buying the paid version of an app. Regardless of whether the app is free or paid, first ask yourself how often you plan to use it. As a rule of thumb, Android Authority recommends only choosing apps that you will constantly need, particularly if you download the paid version.

Hopkins is Senior Online Editor for the *CropLife*, *Cotton* and International Media Groups at Meister Media Worldwide. Reprinted with permission.

Summer Tour
August 13-15

2013 ISPFMRA Summer Tour

Wednesday, August 14

Income Approach Applications Seminar

This will be held at the Effingham County Farm Bureau office. Separate registration is required.

Coming in Early? Come to the Schroeder's for an evening of fun!

If you will be taking part in the Income Approach Applications class or just want to come in a little early for the tour, you are welcome to join Jim Schroeder and his family at their Lake Sara property for some socializing and networking on Wednesday evening, August 14. The Schroeders are opening their summer home for you to enjoy some food and refreshments, and maybe some pontoon-boating. They'll need a head count though, so check off the box on the registration form if you are going to attend. The party will get underway around 5:30. We'll get back to you later with driving directions, etc.

Thursday, August 15

Motor coach will depart at 8 a.m. from Fairfield Inn and Suites, 1111 Henrietta, Effingham. See reservations information below.

Lake Shelbyville Dam and Water Management Program -- A Briefing by the Corps of Engineers

Lake Shelbyville is a 11,000-acre public lake owned and managed by the U.S. ACE. It was created in 1971 by damming the Kaskaskia River and is the third largest inland lake in Illinois with an overall shoreline extension of 250 miles. The dam was built with goals to improve flood control and draw recreation to Central Illinois. The area has become a destination for millions of visitors yearly who enjoy the likes of camping, boating, fishing, hiking, biking, horseback riding, and snowmobiling.

Lunch at Willow Ridge Vineyards and Winery

Managing Leases, Easements and Right-of-Way Takings with Public Utilities -- A controversial topic will be discussed by legal staff from the Illinois Farm Bureau

Sorting Out the Initials -- What's new with WRP, CREP, CRP, EQUIP Programs

A Tour of the Holland Energy Natural Gas-Fired Generating Plant

An Evening at Wachtel Family Farms

Join four generations of the Wachtel family with tours and an evening of friendship and hospitality at their 6,000-acre farm near Altamont. Incorporated back in 1984, they are, in a single operation, able to bust nearly every generalization about family farms and factory farms and small farms and large farms.

Friday, August 16

Will travel by private autos departing hotel at 8 a.m.

A Tour of Siemer Milling Flour Mill in Teutopolis

Siemer Milling Company is a family-and employee-owned company in business since 1882. It supplies wheat flour, germ, and bran to bakeries and mix plants, big and small. This is a Grade A food processing facility therefore there will be restrictions in place regarding taking part in the tour.....no open-toed shoes or sandals, no shorts or bermuda's, and no loose jewelry will be allowed. Hair nets and lab coats will be provided.

Thinking of putting up a farm structure?

Representatives from Niebrugge Farm Services will provide an update and helpful tips on the latest technology in place for putting up all and any kinds of farm structures.

CE Credits -- Participation in this program qualifies for 7 CE credits
(5 credits for Thursday, August 15, and 2 credits for Friday, August 16.)

Lodging

A block of rooms has been reserved at the Fairfield Inn and Suites, 1111 Henrietta, Effingham, beginning on Monday, August 12. The rate is \$95 single or double. Block is in the name of **Illinois Society of Farm Managers**. Make reservations by calling 217-540-5454. **Reservations deadline is Monday, July 29.**

2013 Summer Tour Registration

Advance Registration is REQUIRED by July 29

Prior to July 29 [] \$80 (member or spouse)

After July 29 [] \$120 (member or spouse)

Total \$ _____

Yes, mark _____ of us to go to Schroeder's on August 14.

Name _____

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Payment MUST accompany Registration

Fax or mail completed registration to:

262-253-6903

ISPFMRA

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IMPORTANT NOTICE: If you have any disabilities that require special accommodations, please identify those special needs: _____

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Please show your support and purchase Products/Services from these companies whenever it is appropriate to do so.

My Top 10 List of Misconceptions about Agriculture

by Matthew J. Lohr, Commissioner
Virginia Department of Agriculture and Consumer Services

(Editor's Note: This article was originally prepared for release during Agriculture Week 2013 in April. Commissioner Lohr is a farmer and these are his words.

As we approach Virginia Agriculture Week, I decided this is the perfect time to address some of the common misconceptions about agriculture. Like David Letterman, we will go from #10 to #1.

#10 Small farms are unimportant. In many ways, small farms are the backbone of Virginia agriculture. They range in size from three or four acres to 150 acres or so, but they probably do the best job of any farms to provide local food. Many small farms sell directly to the consumer through roadside stands, on-farm sales, farmers' markets and events. They are at the heart of the Buy Local movement and not only provide food but also provide that all important one-on-one relationship between farmer and consumer. They are also one of the fastest growing segments of Virginia agriculture.

#9 All large farms are corporate farms. In Virginia nearly 90 percent of our farms are family-owned and operated. Many family farms are incorporated for business purposes or to ensure an orderly transition from one generation to the next, but incorporated is not the same as corporate. The vast majority of our farmers live on the land they work, and they have a very special bond with the land that may go back generations. Their roots run deep.

#8 Farmers are destroying the environment. This is absolutely not true. In fact, farmers are the original good stewards of land and water resources. These resources are, after all, how they make their living, so it makes sense to protect them. I find it interesting that many of the complaints to our Ag Stewardship Program about perceived environmental problems are unsubstantiated. What the public perceives as an environmental problem often is not. At the same time that farms give us environmental benefits such as green spaces and wildlife habitat, they use far fewer resources than the average urban or suburban home.

#7 There's no future in agriculture. I'll admit that for a few years, many of us were concerned about the future of agriculture and the next generation of farmers. But things are changing. Fox News recently ran a feature that said ag degrees are the hot ticket for job growth. They quote data from the Food and Agriculture Education Information System that says enrollment in U.S. college and university agriculture programs are up 21 percent since 2006.

The data show more than 146,000 undergraduates in ag programs. This growing interest is critical for the future of food production as world population growth is creating a greater demand for food, and the average age of farmers in many states is near 60.

#6 Farmers are uneducated. This is a persistent myth and one we need to bust. The days are long gone when you learned everything you needed to know about farming from your grandfather. That doesn't mean we discount grandpa's advice, born from years and years of experience. It does mean that today's farmers need post-high school training in a variety of areas: animal science, agronomy, environmental science, business, marketing, communications, perhaps even law and psychology. Today's farmers also need to be life-long learners. If you've been on a farm recently, you've probably seen a farmer using his cell phone in the field to make decisions about planting or applying pesticides or fertilizer. That's the kind of on-the-job training every farmer needs these days to stay competitive and make a profit.

#5 The cost of food goes directly into the farmer's pocket. A persistent myth in the eyes of the public and the media is that the only factor in food prices is what the farmer charges. Don't we wish this were true? But in reality, only 15 to 16 cents of every food dollar goes into the farmer's pocket. The rest goes

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for things like transportation, processing, packaging and marketing. Farmers can barely pass along their direct costs for feed, fertilizer, labor or insurance. Their indirect costs are even more difficult, and when drought, hail, hurricanes, flooding or other natural disaster wipe out a crop, they can lose most of their year's income but still have to bear all of those direct costs.

#4 Food costs too much. In some parts of the world, this definitely is true. It not only costs too much but is unavailable to many people. But in the United States, we have one of the most abundant and affordable food supplies in the world. In 2011, the share of final household consumption on food in the U.S. was 6.7 percent. The percentage in Switzerland was 10.2; in Japan, it was 14. China checks in at 21.3 percent and in Cameroon it's 46.9. (Source: Economic Resource Service, USDA)

#3 Our food is unsafe. Sometimes we get overwhelmed by the headlines of a problem with one commodity or one producer. The reason these stories are called news is because they are not normal. Normal in the U.S. is a safe, abundant, affordable food supply. I Googled "safety of the U.S. food supply" just to see what would pop up, and I found many articles and studies with this same fundamental message: The American food supply is the safest in the world thanks to industry and government efforts. Because our food supply is so safe, we have a luxury people in many countries don't have; we can take it for granted.

#2 Farmers abuse their animals. The very idea sends me into orbit. In any industry you will find a few bad players, and agriculture is not immune. But consider this, why would a farmer abuse his or her animals when those animals are the source of his livelihood? That's just nuts. It may be a marketing ploy, but there is a lot of truth to the statement that "Our milk comes from contented cows." Contented cows are going to produce more milk than cows that are stressed, neglected, starved or otherwise treated ill and farmers know it. The same goes for any other food animal.

#1 All farmers are rich. Do I hear the farmers among you laughing? I can't think of a single farmer I've known whose goal was to get rich. In Virginia it's usually more like, "I hope I can make a decent living for my family." If your goal is to get rich, frankly, there are many ways to accomplish that goal that are easier and quicker than getting rich through agriculture. We do have some wealthy farmers in Virginia, and I am proud of them. But even among those who are wealthy, I think the motivators for farmers tend to be of a more noble nature. We farm because we love it or because we love the lifestyle or we think it's a good way to raise our children. We may farm out of a deep-seated desire to help, to make a positive difference in the world. Or we simply may realize that farming is not only the world's oldest profession, but that it is the only one that is truly necessary. Bottom line: When we can't feed ourselves, nothing else matters because we will be dead in four or five days.

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40 Under 40 Awards Seeks Nominations

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Introducing Vance Publishing's 40 Under 40 Awards

Vance Publishing's **40 Under 40 Awards** will recognize the young leaders in our industry who will be instrumental in meeting the 2050 challenge. We're seeking the most innovative people in agriculture under the age of 40 – from animal and crop production, biotechnology and University researchers to food and nutrition technology, agricultural equipment, agronomy and beyond.

Because every segment of our industry will contribute to solving the 2050 challenge.

Honoree Nomination

To be eligible for the 40 Under 40 Awards, individuals must be nominated by a colleague or fellow professional active within America's food system. Nominees must be 40 years or younger by July 30, 2013. Deadline for nomination is July 30, 2013.

Qualifications

Nominees must be involved (owner, co-owner, employee, consultant, student) with a business involved in food production, food processing, food safety, food research, food transportation or a group, organization, association or university that serves those industries.

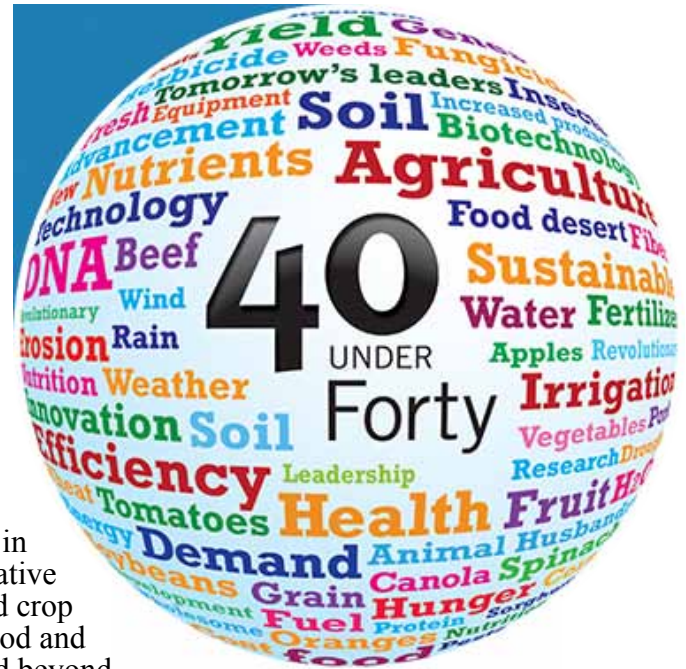
Examples of qualifying businesses:

- Produce production or production supply, transportation (fresh cut or processing)
- Food animal production – Farm, ranch, feedlot, dairy, pork production unit, crop farm, veterinarians, nutritionists, consultants
- Processors – packers, meat or milk processors, retailers, fruit and vegetable processors
- Food safety, quality and production research
- Food (fruit and vegetable, food animal) transportation
- Associations and non-governmental organizations
- Academia and extension
- Government and allied industry organizations

To Nominate A Deserving Young Leader

Nominators ***must include*** the following with their nomination:

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- Nominee name, address, title, age
- Nominee's curriculum vitae or resume
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- Nominator's contact information in case the judges need further information or have questions



For information and a nominations form, contact Shonda Atwater at 913-438-8700 or 40under40@vancepublishing.com