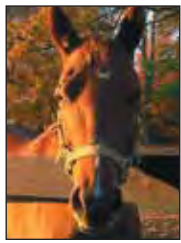


Solution needed for unwanted horses PG 3



FARMER'S MESSAGE:
"Our job is not about the economics, it's about improving human lives." PG 7

Program prevents surplus crops from going to waste PG 8



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BUCKEYE FARM NEWS

OHIO'S LARGEST AGRICULTURAL NEWSPAPER

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New state fair program links kids to the farm

BY SETH TETER

When newly-elected Ohio Gov. John Kasich spoke to Ohio Farm Bureau members at the organization's annual meeting in December, he called for expanded agriculture education programs, saying that "agriculture is cool."

"It's technology, it's GPS, it's advanced products," he said, adding "We need to tell our kids that the food that shows up in the store is not something that comes from the store; it comes from a farmer."

Those words stuck, and this year the Ohio State Fair is launching a new program called "Agriculture is Cool" that would provide a fun and educational experience to fourth graders.

Ohio Farm Bureau is partnering in the effort, which would allow outgoing fourth graders and a chaperone to get into the fair for one day for free by presenting their report card. Once inside, they would be given a passport that would guide them along a "learning adventure" through agricultural exhibits.

Children who visit at least four of the stations will be eligible to enter a scholarship contest by submitting an essay describing what they learned during their experience. Judges will award four prizes at a value of \$500 each.

The "Agriculture is Cool" program runs July 27-Aug. 6. More information about the program can be found at www.agri.ohio.gov/agiscool.

Farmers: Food safety proposals must fit Ohio

BY AMY BETH GRAVES

More than 1½ years ago, Ohio produce growers gathered in Columbus to testify about a proposed National Leafy Greens Marketing Agreement aimed at improving food safety and quality. The voluntary program was not very popular with Ohio farmers.

"Not one person spoke in favor of the agreement," said Adam Sharp, Ohio Farm Bureau's senior director of legislative and regulatory policy. "They were all worried about the structure of the program and how it was a one-size-fits-all approach."

After hearing from hundreds of farmers at seven hearings nationwide and through email, the U.S. Department of Agriculture's Agricultural Marketing Service (AMS)



made several changes to the proposal, which would create production and handling regulations for leafy greens. Those who participate would be subject to federal inspections and be allowed to use a food safety seal on their products.

When the first proposal was released, many producers said it was not environmentally friendly, too difficult for small producers and required a lot of resources. It also

was not very conducive for Ohio because the state's demographics, land, environmental conditions and market structures are very different than those in the nation's large production areas. The proposal was inspired by a similar one implemented years ago in California.

The new version of the program would allow for a more diverse representation of producers, growers and regions. The program would be run by a board made up of representatives from eight regional zones to reflect different climates, production practices and markets handling leafy greens.

On the board would be 12 handlers, 10 farmers (at least two of them small farmers), one importer, one retailer, one food service representative and one member of the public.

The U.S. secretary of agriculture would appoint a technical review committee to help the board develop good agricultural, handling and manufacturing practices. The committee would consist of one producer, one handler and one food safety expert from each of the eight zones with at least one small farmer and one certified organic farmer.

"Ohio Farm Bureau will be actively engaged in the process."

~Adam Sharp, OFBF senior director of legislative and regulatory policy

See **FARMERS**, pg 2



Making the cut: The Ohio Lamb Marketing Program recently coordinated an event at Jorgensen Farms in central Ohio to help chefs better understand how to prepare lamb. Ohio Farm Bureau was among the sponsors of Ohio Lamb Chef's Day which provided attendees with a farm tour, a demonstration of lamb cuts and a lamb cooking demonstration that featured locally produced foods and beverages.



Photos by Galen Harris

BUILDING TRUST FOR BETTER BUSINESS

Skeptical consumers want transparency, credible information

BY SETH TETER

A large number of consumers are uninformed and uninterested in food issues, limiting the opportunity for farmers to reach out to them.

That was the bad news from the research presented at the Center for Food Integrity's (CFI) National Strategy Conference on Animal Agriculture.

The good news was that CFI identified a key consumer group that is actively seeking information about food production and represents farmers' best opportunity to build public trust in what they do. The result, CFI believes, will be limited regulation and a better business

climate for food production.

These consumers, labeled "early adopters," also were identified as opinion leaders, have larger interpersonal networks and are more rational, less dogmatic and favorable toward science. They also are more likely to be women.

However, early adopters tend to be more concerned about food production and are skeptical of the conventional food system.

CFI's research also showed that it is not effective for farmers to justify their practices to these consumers by talking about efficiency or productivity.

"Consumers didn't ask if we were doing a good job; they asked if we

were doing the right thing," said Charlie Arnot, CFI chief executive officer.

That means farmers must communicate based on ethics and show they share consumers' values.

"If it's talking points, we're doomed, because it has to be authentic," Arnot said.

The promising news for farmers is that consumers are turning away from local television and toward the Internet to get information about food production. That gives farmers expanded opportunities to engage them at a much lower cost.

When asked, 86 percent of early adopters said they recently searched

See **TRANSPARENCY**, pg 2

Remembering Lindsay Hill

Ohio agriculture suffered a shocking loss with the tragic death of farm broadcaster Lindsay Hill. She was killed in an auto accident May 19 in western Ohio. Hill, 31, was serving as president of



the National Association of Farm Broadcasting and was Director of Agribusiness for *Ag Day TV* and *U.S. Farm Report*. Her career included serving farmers while at ABN Radio, WRFD and the Buckeye Ag Radio Network. Hill was also co-host of Ohio Farm Bureau's *Ohio Farm and Country* television program. She was a winner of Ohio's Excellence in Agriculture contest in 2009 and an enthusiastic supporter of many agricultural organizations and causes.

THE MESSAGE BOARD

Featured Benefits

Learn about these and other money-saving member benefits at www.ofbf.org by clicking on "Benefits and Membership."

RECREATION: Ohio Farm Bureau members can receive discounts on admissions to several Ohio amusement parks as well as other attractions around the state.

FINANCE: The Ohio Farm Bureau Platinum Credit Card, provided by Nationwide Bank offers several features for Ohio Farm Bureau members including a 2 percent cash-back reward for purchases at select Ohio Farm Bureau partner locations.

HEALTH AND WELLNESS: *SuperMed One—Ohio Farm Bureau* health plans by Medical Mutual come with a focus on wellness, including a monetary incentive to complete an online health risk assessment, so Medical Mutual and Ohio Farm Bureau can better customize programs to keep you and your family healthy and well.

By the numbers: 1/3

That's the amount of food currently produced globally for human consumption that is lost or wasted, according to a new study conducted for the United Nations. According to the report's authors, "Further research in the area is urgent, especially considering that food security is a major concern in large parts of the developing world."

The Toolbox

Subscribe to The Toolbox, OFBF's monthly e-newsletter that includes upcoming events and updates on OFBF's action team areas: communications, food and animal issues, organization and public policy. You'll receive important issue analyses, organizational news as well as resources to support agricultural outreach in your county. To subscribe, send an email to toolbox@ofbf.org.

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Remember to consider purchasing an Ohio Agriculture license plate when you replace your tags. In addition to promoting agriculture, \$20 of the total plate cost is distributed to students studying agriculture or a related field at an Ohio institution of higher education. Learn more at www.bmv.ohio.gov



“ Their Words

“It means better incomes for our nation's family farmers and more jobs across rural America.”

~ USDA Secretary Tom Vilsack in a *Farm Futures* article explaining the importance of increasing agricultural exports.

“Farmers have to be optimistic. You say ‘It's going to be a great June, we're going to do a lot of catch up.’”

~ Summit County farmer John Szalay in a *WKYC-TV* segment commenting on the delayed planting season.

FARMERS from PG 1

AMS is asking for “extensive public participation with input from farmers and handlers as well as the public to develop a comprehensive, voluntary agreement that will meet the needs of everyone,” said AMS Administrator Rayne Pegg. AMS is accepting comments about the proposal until July 28.

OFBF plans to file comments after taking a closer look at the proposed rule.

Sharp said he hopes government officials will coordinate the leafy greens proposal with the U.S. Food and Drug Administration's Food Safety Modernization Act that was passed late last year. The Produce Safety Alliance (PSA) will help provide growers and packagers with fundamental, on-farm food safety knowledge in anticipation of new produce safety rules. FDA and USDA are funding the three-year, \$1.15 million public-private initiative, which is based at Cornell University.

Last month PSA set up a website and asked farmers, researchers, state officials, produce industry experts and others to join the Alliance working committee to develop a Good Agricultural Practices (GAPs) education curriculum focused on understanding and implementing fresh fruit and vegetable food safety practices. The Alliance will have 10 working committees, each focused on a specific aspect of produce safety, including risk assessment, food safety plan writing and certification. At least four Ohioans have submitted paperwork to be on the working committees, Sharp said. PSA will host a GAPS training and educational materials conference June 29-30 in Orlando, Fla.

“Farm Bureau appreciates that FDA and USDA are forming this safety alliance group to help the coordination and outreach for these new standards. We hope Ohio will have some representation and Ohio Farm Bureau will be actively engaged in the process,” Sharp said.

ON THE WEB:

National Leafy Greens Marketing Agreement: <http://1.usa.gov/leafygreensagreement>

Produce Safety Alliance: <http://bit.ly/safetyalliance>

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online for information on food nutrition, 79 percent for food safety, 49 percent for the use of technology to grow food, 44 percent for the humane treatment of farm animals and 44 percent for environmentally sustainable farming.

However, through several discussions, it was apparent that consumers struggle to find credible sources on food issues.

During a panel discussion, Chicago-area mom blogger Emily Paster was asked how much science plays a role in her decision-making.

“Science is not monolithic,” she replied, noting that various studies often provide conflicting results. “There is no truth with a capital T.”

Likewise, during a consumer panel discussion, another mom said she believes the truth is in the middle between what agricultural groups and their critics claim.

“I want to know what the real truth is,” she said.

Arnot said it's important to acknowledge the pros and cons of all production methods and to support choice because these consumers will bristle toward one-sided information.

TRANSPARENCY from PG 1

CFI's research shows early adopters generally consider university experts, doctors and dieticians to be credible sources. They also appear to trust what they can see above what they're told. For example, a video tour of a farm is seen as a much better source of information about the humane treatment of animals than the opinion of a farmer.

As one consumer noted, she bought organic milk because she had visited an organic dairy and saw how it was produced.

“I trust what I'm seeing,” she said, and “I believe you, unless someone gives me reason not to.”

Arnot said to be seen as credible, it boils down to “show me your credentials, or show me how you do it.”

That means farmers should find ways to increase what Arnot described as the “observability” or transparency in food production.

Janie Gabbett, executive editor of *Meatingplace*, pointed to *Cargill's* willingness to give *The Oprah Show* an all-access tour of one of its slaughterhouses.

“Have the courage of conviction that you're doing it right,” she said.

When one agricultural industry panelist said she didn't believe edited activist videos provided transparency, another reminded that, “If there's something going on in our operation that we don't want on film, then don't do it.”

After two days of listening to consumers and media representatives, Mace Thornton, American Farm Bureau's deputy director of public relations, said it was clear that “everybody wants more transparency rather than less.”

To see a video of Arnot talking about consumer trust, visit www.YouTube.com/ofbf.

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2011 Farm Bureau Goals

Market Farm Bureau to Achieve Membership Growth

Connect Consumers to Food Production

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Enhance Value of Partnerships with Nationwide and Other Affinity Organizations

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ANALYSIS

UNWANTED horses on the rise in the U.S. with NO EASY SOLUTION

"Let loose to die in the woods." "Starved to death." "Tied to a stranger's trailer."

All of these are write-in comments from horse owners responding to the 2009 Unwanted Horse Survey about the neglect and abuse of horses that they have seen nationwide. The United States has about 100,000 unwanted horses every year, according to the Journal of Animal Science. That number has been climbing over

the years for a number of reasons, including the economic downturn and the closure of the nation's last horse processing facilities in 2007, said Dr. Leah Dorman, director of food programs at OFBF's Center for Food and Animal Issues.

"It's a real problem and one that's not solved easily," she said. Ohio ranks sixth nationwide in number of horses.

More than 90 percent of participants in the 2009 Unwanted Horse Survey believe the number of unwanted horses, as well as those neglected and abused is increasing. About 87 percent said that in the

past year unwanted horses have become a "big problem" compared with only 22 percent three years ago.

Survey participants said the top contributors to the problem of unwanted horses were the downturn of the economy, closing of the nation's processing facilities, change in breed demand/indiscriminate breeding and high cost of euthanasia.

The USDA has been ordered to stop inspecting horse processing plants, Dorman said.

The United States has 326 rescue or sanctuary facilities with a total capacity of 13,700 horses per year, Dorman said. Six out of 10 rescue



Supporters of horse processing say it is a humane end of life option for animals that might otherwise be abandoned or neglected.

Advisory Council questions on page 4

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facilities that were surveyed in 2009 said they are at near or full capacity, turning away 38 percent of horses brought to them. Rescue, retirement and adoption facilities have an average budget of \$2,300 per horse, so the industry needs a minimum of \$25.7 million just to care for the horses that are currently being turned away, according to the survey.

"Not only is there not enough capacity for horses in rescue or sanctuaries but funding is a huge issue," Dorman said. "Equine shelters are different than dog and cat shelters because they don't get any local dollars, while some small animal shelters do."

When horses are euthanized, Ohio allows four methods of carcass disposal: rendering, burial at least four feet deep (including landfills), composting or incineration. The average cost of euthanasia and carcass disposal

is \$385 – much lower than the cost of donating a horse. Many facilities that take in horses require owners pay for veterinary examinations, transportation costs, several months boarding fees and adoption fees.

Ohio also has 10 horse auctions with one that sells to dealers who transport the horses to other countries for processing and human consumption, Dorman said. That auction has been picketed by activists who are trying to get legislators to outlaw the transportation of horses for slaughter.

"Although people want to complain about horse auctions, they're really fulfilling a need, if they are properly managed. What if the auction wasn't there? How many more horses would we have that are not wanted and not have an outlet for?" she said. "We need to get over the 'ick' factor and make humane horse processing part of the solution."

"We need to get over the 'ick' factor and make humane horse processing part of the solution."

~Dr. Leah Dorman, OFBF director of food programs

State budget may eliminate estate tax

After more than a month of deliberations, the Ohio House passed its version of the state budget after making a series of changes to the proposal offered earlier this year by Gov. John Kasich.

Lawmakers passed H.B. 153 along party lines, with House Republicans supporting the bill. The bill included a repeal of the Ohio Estate Tax, effective Jan. 1, 2013.

"The budget is still a work in progress, so we look forward to working with the Senate as debate continues on the bill," said Beth Vanderkooi, OFBF director of state policy.

The Senate will begin debate on the bill in the coming days. OFBF has launched a campaign to keep the repeal of the estate tax in the state budget, and is urging farmers to contact their representatives to talk about the impact the estate tax has on family farmers.

As part of an effort to address a budget gap of as much as \$8 billion, the governor's budget had proposed overall reductions to the Ohio Department of Agriculture by about 8.8 percent, reductions to Ohio State University's Ohio Agricultural Research and Development Center and Extension programs of 10 percent and

reductions to Soil and Water Conservation District funding of slightly more than 30 percent. The proposed budget maintained flat-line funding for the 5th Quarter program, an agricultural education grant program.

The House-passed version of the budget included several key policies supported by Ohio Farm Bureau including:

- Funding for food safety and other priorities at the Ohio Department of Agriculture
- Increased funding for OARDC and Extension programs; FY 12/13 spending restored to approximately 99 percent of FY11 for both programs
- Restored funding for Ohio's Soil and Water Conservation Districts by reinstating tipping and scrap tire fees that currently fund SWCDs, which under current law were set to expire on June 30. Restored funding will place SWCDs at FY11 levels
- Maintained funding for Ohio's agricultural education and 5th Quarter programs
- Increased flexibility for local governments to pursue shared services and consolidation.

Milk exempted from oil spill rules

The U.S. Environmental Protection Agency has exempted milk and milk product containers from the Oil Spill Prevention, Control and Countermeasure (SPCC) rule. The regulation has been in place since the 1970s, and with this action, EPA for the first time will ensure that all milk and milk products will be formally exempted.

In response to feedback from the agriculture community, including Ohio Farm Bureau and American Farm Bureau, EPA determined that this unintended result of the current regulations – which were designed to prevent oil spill damage to inland waters and shorelines – placed unjustifiable burdens on dairy farmers.

EPA had delayed SPCC compliance requirements for milk and milk product containers several times since the SPCC rule went into effect.

“After working closely with dairy farmers and other members of the agricultural community, we’re taking common sense steps to exempt them from a provision in this rule that simply shouldn’t apply to them. Despite the myths that have arisen about EPA’s intentions, our efforts have been solely focused on exempting milk and milk products from this regulation – and that exemption is now permanent,” said EPA Administrator Lisa P. Jackson.

The final exemption applies to milk, milk product containers and



OFBF was among groups that asked to exempt milk from oil spill rules.

milk production equipment. In addition, because some of these facilities may still have oil storage subject to the spill prevention regulations, EPA is also amending the rule to exclude milk storage capacity from a facility’s total oil storage capacity calculation. The agency is also removing the compliance date requirements for the exempted containers.

The SPCC regulations require facilities storing more than 1,320 gallons of oil to create and implement plans to prepare, prevent and respond to oil spills. The exemption does not apply to fuel oil and other applicable oils stored on farms; farms that store the regulatory threshold of fuel oil and other applicable oils are covered under the SPCC.

OFBF talks with ODA director about budget, farm challenges

Farmers have a good understanding of why the Ohio Department of Agriculture (ODA) and most state agencies need to trim their budgets because farmers are usually fiscally responsible, says the department’s director.

“Most farmers sit around their kitchen table and look at their income and expenses and they don’t buy a tractor or piece of equipment unless they have income coming in. The government should do the same thing. If we don’t have the income to have a balanced budget, there’s not much to do except balance the budget and accept the cuts,” said ODA Director Jim Zehringer on a recent *Town Hall Ohio* radio show.

State agencies have been ordered to make cuts in order to fill Ohio’s projected \$8 billion budget hole. Under Gov. John Kasich’s proposal, which is currently being discussed by lawmakers (see story on page 3), ODA would see almost an 8.8 percent cut in funding. Zehringer, who was the governor’s first cabinet appointment, said the cutbacks would have little impact on the department. Moving ODA’s International Marketing Program to the Ohio Department of Development helped save the agriculture department a lot of money, he said.

“We think food safety is the most important part of our department.

When we looked at our budget, we wanted to continue to have the security of safe food, and we’re doing that through some retirements and by doing things more efficiently,” he said.

Food safety is such an integral part of ODA that Zehringer has proposed renaming it the Ohio Department of Agriculture and Food Safety.

“Food safety is the No. 1 issue we’re involved with, and we’re going to keep it our main mission,” he said.

On the radio show, OFBF Executive Vice President Jack Fisher praised Zehringer for his work on the budget. Zehringer is the former owner and operator of the Meiring Poultry and Fish Farm, a former state representative in the 77th House district and former Mercer County commissioner.

Zehringer, who recently finished his 100th day in office, said many people don’t realize that ODA is a regulatory agency. While he is still getting a feel for what his department does, he said it’s clear that changes need to be made with the state’s regulatory process.

“The regulatory climate in Ohio is challenging,” he said, describing some of the regulations as “downright silly.” He said that while regulation is obviously needed, sometimes it is too overreaching. He praised the Com-

mon Sense Initiative, which would require regulations to be reviewed every five years.

Bridging the gap between consumers and farmers continues to be a challenge for Ohio’s \$100 billion agribusiness industry, he said.

“The problem is that there’s a disconnect. We’re about three generations removed from the farm,” he said. “A lot of people probably don’t know that the animals on the farm get fed before the kids.”

Zehringer said the Livestock Permitting Program is a “very well-run program” and one of the best in the nation. He praised the work by the Ohio Livestock Care Standards Board, saying the members put a lot of thought and detail into every decision.

“The citizens of Ohio should be very proud that we will have humane standards for livestock that is second to none,” he said.

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Ag Districts can protect your farm investments

Ag Districts represent Ohio’s version of “right to farm” laws by providing protection to farmers from utility assessments, nuisance lawsuits and eminent domain takings. In order to be eligible to enroll in an Ag District, the land must have been devoted exclusively to production agriculture or enrolled in a federal retirement/conservation program for three prior calendar years.

Similar to the CAUV program, landowners also must have at least 10 acres or produce an actual gross income of at least \$2,500.

If the land is outside of a municipal corporation and no annexation petition has been filed, it can be enrolled through the county auditor. Otherwise, the application must also have the approval of the municipal legislative body. If land is outside of a municipal corporation at the time it is enrolled in an Ag District, municipal approval will not be required for any subsequent renewals, even if the land is later annexed by a municipal corporation.

Land in an Ag District is exempt from any sewer, water or electricity assessments levied by local officials. However, an assessment can be levied on a one acre lot containing a house or non-production related structure.

As long as certain criteria are met, farmers operating in accordance with accepted agricultural practices within an Ag District are afforded a defense from nuisance lawsuits.

Additionally, under certain circumstances, if an appropriating authority attempts to take 10 acres or 10 percent of individual land (whichever is greater) enrolled in an agricultural district, the authority must notify the Ohio Department of Agriculture, which makes recommendations to the governor regarding the impact of the taking.

The Ag District designation must be renewed every five years to avoid paying deferred assessments. There are penalties if the land is taken out of agricultural production before the five-year term expires. At the end of five years, a landowner can enroll their land again. There is no penalty if the landowner chooses not to renew the Ag District designation; however, any deferred assessments will be due at that time.

The benefits of an Ag District will not apply until the date the district is approved, and there is no retroactive application of the benefits of an Ag District. That means for farmers to receive the benefits of the program, the land must be enrolled prior to an annexation petition, nuisance suit or appropriation petition is filed or assessments are charged.

To learn more about enrolling in Ag Districts, ask for an “Ohio’s Right to Farm Law” brochure from your county Farm Bureau office or contact your county auditor’s office.



Advisory

Councils: *Speak Out*

Your guide for June meetings

Advisory Council discussion questions:

Unwanted horses, see page 3

1. Dr. Dorman mentioned the “ick factor” surrounding the issue of unwanted horses and humane horse processing. How would your council define the “ick factor” and why does it exist when it comes to this particular issue?

Why/when did the emotion surrounding this issue outweigh the economic realities?

a “companion” or “special status” animal? What causes these shifts in attitudes?

2. At what point do you think that animals move from being “livestock” or “working” to becoming

3. What does your council believe is the best solution or use for unwanted horses?

NATIONAL news

Duplication in regulatory process puts strain on farmers

Testifying before two congressional committees, American Farm Bureau Federation (AFBF) Vice President Barry Bushue said the process for crop protection registration is “hopelessly broken.” Bushue, who testified before a joint public hearing of the House Committee on Agriculture and the House Committee on Natural Resources, cited the need for reconciliation between two federal agencies that both perform crop protection risk assessments.

Because both the Federal Insecticide, Fungicide and Rodenticide Act and the Endangered Species Act specifically require the Environmental Protection Agency and the National Marine Fisheries Services (Services), respectively, to perform risk assessment proce-

dures, AFBF says that legislation is needed to reconcile the roles of these agencies and to mesh two risk assessment requirements into one.

“The duplication of the risk assessment requirements for crop protection registration by EPA and for consultation by the Services is a prime example of the duplication and waste that exists in our federal agencies,” said Bushue. “The current process is not effective for anyone, including growers, regulators and endangered species.”

Sen. Brown looks for input from Ohio farmers

OFBF helped facilitate a listening session for Sen. Sherrod Brown at Patterson Fruit Farm in northeast Ohio as he gathers input for the 2012 Farm Bill.

The farm was the first stop on

Brown’s “Grown in Ohio” listening tour, which he announced earlier this year when he visited with OFBF county presidents during their annual trip to Washington, D.C.

“I’m looking forward to traveling around the state listening to Ohioans from small towns and agricultural communities to discuss ways to develop new jobs and economic growth in biofuels and other forms of bio-energy,” Brown said at that time. “Through my work on the farm bill, I will focus on ensuring that we are making the right investments in infrastructure like rural broadband that allows rural small businesses to expand and flourish.”

Brown said the farm bill needs to provide a strong safety net for farmers and be responsible to taxpayers.

Brown is the first Ohioan to serve on both the U.S. Senate Committee on Agriculture, Nutrition, and Forestry and the Senate Appropriations Agriculture Subcommittee.

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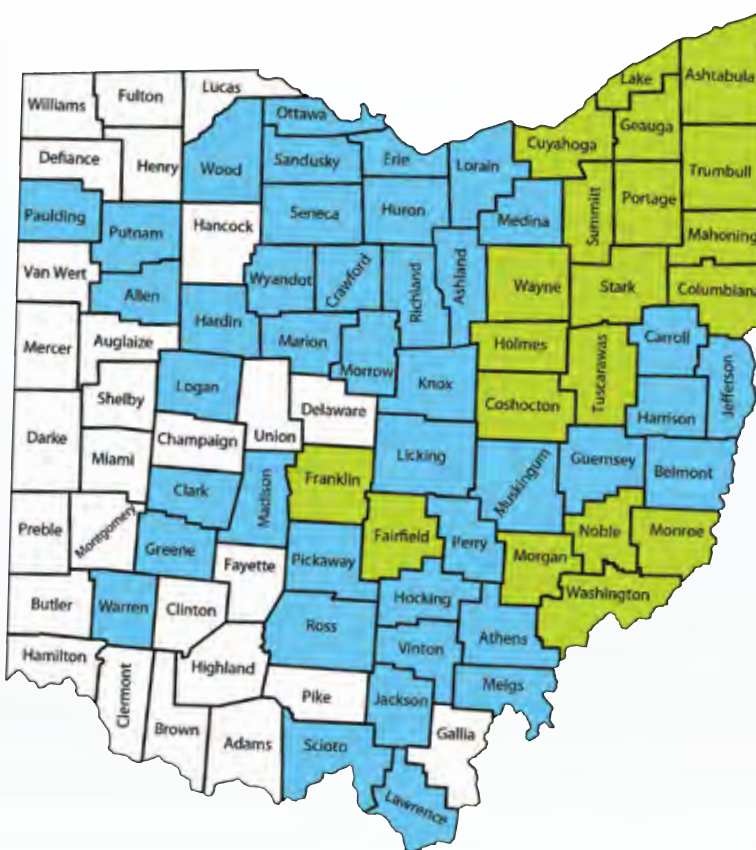
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FARM BUREAU NEWS

Davidson elected to OFBF board

Paul Davidson of Newark has been elected to the OFBF board of trustees. He will represent OFBF members in Coshocton, Holmes, Knox and Licking counties and provide governance to the state's largest agricultural organization.



Davidson

Davidson, 55, was chosen to serve on the board during a special election of delegates from his district; he fills the unexpired term of former trustee and OFBF President Brent Porteus, who recently was elected to the board of directors for Nationwide Insurance.

Davidson is a 36-year member of the Licking County Farm Bureau and currently serves as its president. He has been involved in membership, public policy and other county activities. He produces hay and is a project manager for a local excavating company. Davidson serves on the 17th district Natural Resource Assistance Council of the Clean Ohio Fund, is a 4-H adviser and member of the FFA Alumni. He also is active with several antique tractor clubs. Davidson is a graduate of Utica High School and graduated from Ohio State University with a degree in agricultural economics and rural sociology.

OFB Foundation awards scholarships

Three scholarship programs associated with the Ohio Farm Bureau Foundation have collectively selected 10 \$1,000 scholarship recipients for the upcoming 2011-12 academic year.

Ohio Farm Bureau Foundation Scholar

The Ohio Farm Bureau Foundation Scholar award recognizes students for academic effort, community service and career interests that use agriculture to enhance the partnership between farmers and consumers.

Award recipients include Eric Hoying of Minster and Abby Snyder of Kingston.

A 2006 graduate of Anna High School, Hoying is currently studying environmental science and agricultural engineering at Ohio State University. Snyder, a 2007 Zane Trace High School graduate, is pursuing a degree in food sciences at Ohio State. She is a 2008 recipient of Ohio Farm Bureau Foundation's Darwin Bryan Scholarship award.

Darwin Bryan Scholarship Program

The Darwin Bryan Scholarship Program was established to commemorate Darwin R. Bryan, whose enthusiastic leadership during his 37 years of service to Ohio Farm Bureau has been an inspiration to rural youth throughout Ohio.

Recipients for this year include Nicole Carr of Deshler, Michael Hannewald of Waterville, Christa Lierer of Okeana, Lauren Prettyman of New Bloomington and Aaron Sollars of Washington Court House.

A 2011 graduate of Patrick Henry High School, Carr is planning to pursue a degree in biomedical science. Hannewald is a 2010 graduate of Otsego High School and is studying crop sciences at Ohio State. Lierer is a 2008 graduate of Ross High School and is a 2008 and 2009 recipient of the Darwin Bryan Scholarship program. She is double majoring in crop management and agriculture communications at Ohio State. Prettyman is a 2010 graduate of River Valley High School and pursuing a degree in agricultural education at Ohio State. Sollars is a 2011 graduate of Miami Trace High

School and will be studying agricultural engineering at Ohio State this fall.

Women's Leadership in Agriculture Scholarship Program

The Women's Leadership in Agriculture Scholarship Program was established by the Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee. The fund is one of the oldest in the nation and supports academic institutions, social service and charitable organizations providing opportunities "to ennoble, to uplift and to strengthen the lives of young women."

Recipients for this year include Audrey Neal of Tiffin, Stacie Seger of Minster and Rebecca Swope of Salem.

A 2009 graduate of Tiffin Columbian High School, Neal is pursuing a degree in agribusiness and applied economics at Ohio State. Seger is a 2011 graduate from Fort Loramie High School and will be starting at Ohio State this fall to pursue a degree in agricultural communications. Swope is a 2011 graduate from United High School. She plans to pursue a degree in education and become a vocational agriculture instructor.

More information on these and other programs can be found at www.ofbfoundation.org.

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You Might As Well Have the Best!

Scholarship fund honors Hollingshead

The Ohio Farm Bureau Foundation has established a new scholarship program in memory of long-time OFBF staff member Cindy Hollingshead, who passed away this year after serving 39 years as the organization's executive secretary.

Through a career that spanned several decades of profound change, Hollingshead helped Farm Bureau leaders expand the organization and was an active volunteer for local government and community service activities. Organization dynamics,



Hollingshead

community needs and volunteer support are skills that Hollingshead developed over a lifetime. As those skills are now making their way to classrooms and academic programs, the objective of the Cindy Hollingshead Scholarship Fund is to assist students who plan to pursue careers focusing on agriculture, community service and association leadership.

For more information about scholarships or to make a contribution to the fund, contact the Ohio Farm Bureau Foundation at 614-246-8249, foundation@ofbf.org or visit www.ofbfoundation.org.

NATIONWIDE NEWS

Former Farm Bureau president elected to Nationwide Mutual Board

Brent Porteus, past president of the Ohio Farm Bureau Federation, was elected to the Board of Directors for Nationwide Mutual Insurance Company on April 7. He was elected to a three-year term.



Porteus

"I view this new role as a great opportunity to serve an even broader group of constituents, including many Farm Bureau members who are customers of Nationwide," Porteus said.

Ohio Farm Bureau founded Nationwide as Farm Bureau Mutual in 1926 and has sponsored and endorsed the company for the past 85 years.

Porteus also will serve on the Nationwide Board Sponsor Committee,

which oversees the company's relationship with eight Farm Bureaus and two major agricultural cooperatives in the United States. Nationwide Agribusiness is the nation's largest insurer of farms and farm cooperatives.

"As a mutual company, Nationwide has no publicly owned shares, so it's in business only to serve policyholders, not shareholders," Porteus said. "That mutual philosophy, along with its ag-based heritage, make Nationwide a different kind of insurance company."

Ten of Nationwide's 16 board members farm for a living, and eight are former Farm Bureau leaders.

Porteus is a managing partner of the family-owned farming and agricultural business, Blair Porteus and Sons, in Coshocton County where he raises beef cattle and crops with his father, brother and daughters.

He served as president of OFBF from 2008-2011 and held many leadership roles, as well as representing the organization on trade missions to Cuba and Hong Kong.

Porteus also held leadership positions with the Ohio Corn Growers Association, Ohio Corn Marketing Program and the National Corn Growers Association. He earned his bachelor's degree in agricultural economics from the Ohio State University.

"Brent embodies the agricultural heritage that built Nationwide Insurance into what it is today," said Nationwide Chairman Keith Eckel, a past president of Pennsylvania Farm Bureau. "With an entrepreneurial background in developing a successful agribusiness strategy, he understands risk management and the need for business diversification. Brent is an ideal partner to help guide Nationwide through the complex issues of the insurance and financial services marketplace."

Your opportunity to compete at the **2011 Ohio State Fair** will soon end.

Entry Deadlines:

June 10 Spelling Bee <i>presented by Ohio Lottery</i>	July 22 Cheer & Dance Competition, Wrestling Boxing Tournament
June 20 Livestock Junior Fair Creative Arts	July 30 Bench Press Deadlift <i>(may enter up through day of competition)</i>
July 1 Agriculture, Horticulture & Floriculture Horse Show	July 31 Ohio State Fair 5K Run & Walk <i>(may enter up through day of competition)</i>
July 13 Baton, Culinary Arts	

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OUTREACH

Stop defending agriculture?

Farmer says conversation with consumers needs a change in tone



Photo by Dan Toland

Trent Loos speaks during an event held at the Nationwide and Ohio Farm Bureau 4-H Center in Columbus.

Advocacy tips from Trent Loos:

- Everything is an opportunity. Loos said the day BSE (Mad Cow Disease) was discovered in North America, it was one of the best days for agricultural advocacy. "Before that day, my voice wasn't heard," he said.
- Don't run from the microphone when a reporter comes knocking. Embrace the opportunity to be heard.
- Stay on top of the issues in your industry. Know the buzz and what people (inside and outside of agriculture) are talking about. Make sure your conversations and messages are tied to what is actually being talked about.
- The best advocates are not always the best speakers, but the best listeners. Listen and look for opportunities to "plant seeds."

have we got out (of our meetings), went to consumers and had a conversation about what we do?" he said, encouraging farmers to do a lot more in everyday situations when hearing somebody misspeak about food production. "You can stop them and say, 'you know, you're not right, and here's what I do to contribute,'" he said.

Loos also said those in key professions working closely with agriculture, such as veterinarians, can be effective advocates.

"We are our greatest threat"

"No organization poses half the threat that we (farmers) pose to ourselves," Loos said, emphasizing the need for farmers to be on the same page in advocating for agriculture. "We can talk all day about the

wonderful science and technology we have, but ... it's the individuals, not the institutions, that make the U.S. the single greatest place to call home."

He urged all to personally follow their passions and find ways to make a difference and said the credibility and benefits will follow. "Agriculture and farming is our moral and ethical obligation to be as efficient as we can possibly be with our natural resources to provide the choice of health and well-being for the American consumer."

All told, Loos said he feels there has never been a better time to be involved in American agriculture, and that he feels a "revolution is taking place with young people" that will help tell agriculture's stories in a productive manner.

During a time of increasing scrutiny of agriculture from multiple angles, many farmers have been uniting with a common goal to come to the industry's defense. But is "defending" agriculture an effective approach to reconnecting consumers to the farm?

Not according to Trent Loos, a sixth generation farmer well-known for his "Loos Tales" radio program (www.loostales.com), who told agriculture students and farmers to "Stop Defending Agriculture" during an April visit to Ohio State University.

He said it's ultimately the farmers' job to explain why agriculture is important, but that they cannot continue to communicate in ways they always have if they wish to be effective.

Speaking the wrong language

"We use our own language day in and day out, but don't give a second thought to how it might be interpreted," he said, noting that farmers need to adopt terminology that shares what they do in a way the non-farming public can understand.

For example, he shared about confused looks he recently received from others in an airport while he participated on one end of a cell phone conversation about livestock reproduction practices and semen handling.

"We can talk all day and night about science and technology, but most won't get it," he said. "Our job is not about the economics, it's about improving human lives."

It's up to everyone

Those in agriculture preferring to pool resources for a celebrity-type spokesperson to advocate for the industry is a "big waste of money," Loos said, explaining that all farmers need to personally invest in "advocacy" to make the difference.

"We are great at sitting in meetings with each other, moaning and complaining, but how many times

Young Agriculture Professionals contests provide opportunity to tell your farm story

Young Agricultural Professionals between the ages of 18 and 35 are reminded of upcoming deadlines for Ohio Farm Bureau's Young Ag Professionals' contests. In addition to other awards, winners of each competition will receive an expense-paid trip to compete at the 2012 American Farm Bureau annual meeting in Hawaii.

A new requirement this year provides contestants with the opportunity to introduce themselves, talk about their passion for agriculture and the value of Farm Bureau membership in a one-to-three minute video clip.

"The new video component of our contests will help build confidence in our young professionals to speak out on behalf of agriculture and get them more comfortable telling their farm story," said OFBF Director of Leadership Development Darrell Rubel.

Excellence in Agriculture Contest

Registration Deadline: June 17

Recognizes successful young agricultural professionals actively contributing and growing through their involvement in Farm Bureau and agriculture.

Outstanding Young Farmer Contest

Registration Deadline: June 17

Recognizes achievement in the business of farming and leadership and involvement in the agricultural community, particularly at local and state levels.

Discussion Meet

Registration Deadline: July 1

An exercise in cooperative problem solving designed to give experience in leading group discussions and chairing committees. Helps individuals sharpen critical thinking skills, share ideas concisely and directly and use problem solving techniques to tackle real issues facing agriculture.

For complete details, informational brochures, list of additional contest awards and registration, visit <http://bit.ly/YoungAgProfessionals>, email drubel@ofbf.org or contact your county Farm Bureau.

Ohio Farm Bureau offers new opportunities for youth this summer

Teens from Ohio Farm Bureau member families have the opportunity to participate in three statewide youth events this summer – one completely new, one collaborative and one traditional.

The new and collaborative events are part of OFBF's initiative to offer new ways to partner with organizations serving the same young individuals and provide unique leadership training to better fit active schedules, said OFBF Director of Leadership Development Darrell Rubel.

Ohio Leadership Camp – June 24-27

Registration Deadline: June 10

OFBF and the Ohio FFA Association are collaborating to provide teens a traditional multi-day camp experience through the Ohio Leadership Camp, held at Ohio FFA Camp Muskingum in Carrollton. Those attending the conference will receive leadership training and personal leadership development. The unique location will also provide new opportunities for Ohio Farm Bureau youth including outdoor recreation and skills-building activities.

iLead Conference – July 16

Registration Deadline: June 30

This new one-day leadership experience provides unique leadership training for teens and parents to experience together. Held at the Nationwide and Ohio Farm Bureau 4-H Leadership Center at Ohio State University, students and parents will learn to improve communication with each other, develop leadership skills and prepare for success beyond high school such as how to find and apply for scholarship applications, and what can be done now to make applications stand out later. A tour of Ohio Stadium is included with this conference.

Ohio State Fair Square Dance – July 29

Join Ohio Farm Bureau for an evening of family, friends and fun at the Ohio State Fair. Line dancing and square dancing will be featured at the Rhodes Center Auditorium from 7:30 p.m. to 10 p.m. Beginners are welcome, and dance instruction will be provided. This dance is open to the public.

For complete details and registration for these and other Ohio Farm Bureau Youth opportunities, visit <http://bit.ly/OFBFyouth>, email drubel@ofbf.org or contact your county Farm Bureau office.

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NOTEWORTHY

Farmers meet needs of hungry through Ohio Agricultural Clearance program

For more than a dozen years, the Ohio Association of Second Harvest Foodbanks' Ohio Agricultural Clearance Program (OACP) has been the perfect partnership between farmers and food banks.

OACP helps direct surplus and unmarketable commodity products such as overproduced and misshaped fruits and vegetables from agriculture producers to Ohio's 12 regional Feeding America food banks. The program is funded by a grant from the Ohio General Assembly and administered by the Ohio Department of Job and Family Services.

"The OACP is important to Ohio's food banks because it provides some of the most wholesome, highly nutritious food available within the emergency food assistance network," said Charles Barber, communications manager for the Ohio Association of Second Harvest Foodbanks.

The idea for the program came from a conversation more than 15 years ago about how the farming community could help feed hungry Ohioans. OACP was started to provide wholesome and highly nutritious food for Ohioans, prevent food from being wasted and reduce losses for Ohio farmers.

Today OACP works with more than 100 farmers around the state to provide fresh fruits and vegetables to Ohio's 12 Feeding America food banks. In state fiscal year 2010, OACP provided more than 24.6 million pounds of fresh produce to Ohioans at risk of hunger. The Ohio Food Purchase Program, the sister



Photo courtesy of OASHF

The downturn in the economy has led to a spike in demand from food banks of more than 68 percent.

program to OACP that provides shelf-stable grocery items and protein-rich commodity items such as eggs and pork, contributed 8 million pounds of items with \$12 million provided by the state legislature.

The amount of money that farmers receive depends on the commodity. Those who plant a crop are paid for picking, packing and transportation of their crop,

Barber said.

"Before OACP, fields would have been plowed under," he said. "Since the program began, farmers who are involved in the program can call with offers of excess fruits and vegetables they are unable to market through their regular channels. Throughout the growing season, if there is an overabundance of product in the field, due to weather and lulls in

the market, OASHF is contacted with offers of these overabundances and items are moved to the food banks."

With the economic downturn over the past couple of years, the demand within the food bank network has been high. From 2007 to 2010, on average each food bank within Ohio has seen an increase in need of more than 68 percent, Barber said.

"I continue to be amazed at the response from the farming community. They are providing the most nutritious food possible for people who may not have access to it otherwise. Not only are our farming partners feeling good about helping those in need, the program enables the farmers to

also keep staff on longer and extend their operating hours," he said.

The program has been so successful that other states have expressed interest in starting their own, including Kentucky and Wisconsin, which both are currently in the process of replicating Ohio's program.

"To see the look on a child's face that has never held a fresh piece of fruit speaks volumes to just how successful this program has become," Barber said.

For more information or to become an OACP partner, visit <http://bit.ly/agclearance>

"I continue to be amazed by the response from the farming community."

~Charles Barber, Ohio Association of Second Harvest Foodbanks



Photo by Lynn Snyder

Sharing a message: Representatives from the Ohio Grocers Association and Ohio Farm Bureau teamed up at the Statehouse earlier this year to meet with lawmakers and provide them with a miniature shopping cart containing Ohio-grown products. The effort highlighted the shared role that farmers and grocers play in contributing to Ohio through the food industry.

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