WVFB News Takes Top Honors in American Farm Bureau Competition

West Virginia Farm Bureau News won “Best Magazine” in the under 80,000 member category at the 2012 AFBF Public Relations Conference in Traverse City, Michigan in June. WVFB also received Honorable Mention for its newly-redesigned website.

“We are very grateful to receive this honor,” said Joan Harman, WVFB Director of Public Relations and editor of WVFB News. “We strive to provide a magazine that is entertaining and informative for all of our readers, whether or not they are farmers.”

Judges for the competition came from advertising agencies and public relations firms across the U.S. More than thirty Farm Bureaus submitted entries to the annual event.

WV Producers Urged to Keep Track of Death Losses

USDA West Virginia Farm Service Agency (FSA) Executive Director Alfred Lewis is reminding all WV producers to keep accurate records of any livestock or bee losses that may have occurred due to the recent extreme heat and storms. Lewis said, “Although FSA does not have any active loss assistance programs to cover livestock deaths, it is very important for the producers to keep personal records of their livestock death losses (dates, numbers, reasons, witnesses, etc.). Previous Farm Bill legislation provided coverage for livestock maintained for commercial use as part of a farming operation on the day they died (livestock used for recreation, pleasure, hunting, pets, show, roping, etc. were not considered eligible). The current drafts of both House and Senate versions of the next Farm Bill include provisions to cover 2012 losses.”

For more information about Disaster Assistance, please contact your local FSA office or visit www.fsa.usda.gov.

Regional Farm Bureau Cookout Scheduled for September

The Ritchie County 4-H Fairgrounds in Harrisville will be the location of a Farm Bureau Regional Cookout on Saturday, September 8th. The event is open to Farm Bureau members and friends in Wirt, Wood, Pleasants, Tyler, Ritchie, Doddridge, Gilmer and Calhoun counties.

State office staff, including Steve Butler, Don Michael, Bill Aiken and Joan Harman, will man the grills, serving up hot dogs and hamburgers to all. Attendees are asked to bring a covered dish and chairs.

Candidates in the November 2012 election will also be in attendance. Those confirming at presstime were: Senator Donna Boley, Congressman David McKinley, Bill Maloney, Allen Loughery, Brian Savilla, Patrick Morissey and Kent Leonhardt.

For more information about the event, contact Phil Davis at 304.659.2249 or Don Fleming at 304.464.4261.
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On the cover
Black Raspberries
Ethan Butler
Altruism is defined by Merriam-Webster as “unselfish regard for or devotion to the welfare of others.” This is a characteristic that is sorely lacking in today’s society. Seldom do we see those willing to sacrifice or take risks for the greater good.

Lois and Tony Alt are a refreshing exception. The Alts operate Eight is Enough farms, a poultry operation located in Old Fields in Hardy County. Last summer, EPA inspectors visited the Alt’s operation and, following the inspection, ordered the Alts to obtain a National Pollutant Discharge Elimination System (NPDES) permit, claiming violations of the Clean Water Act (CWA). The Alts were threatened with fines of $37,000 a day if they did not comply.

The Alts, who were recognized by Pilgrims’s Pride as an Environmental Stewardship Award winner for their commitment to environmental practices, contacted West Virginia Farm Bureau for help, insisting that their farm was not discharging pollutants under the CWA. The Alts were not getting answers from the EPA when they asked what they could do to correct any alleged violations.

WVFB personnel traveled to Hardy County and inspected the Alt operation and found it to be remarkably clean and well-run. So, for the Alts, the question remained – what to do about the situation?

The Alts hired an attorney, and after much careful thought, on June 14, 2012, Lois Alt filed suit in U.S. District Court for the Northern District of West Virginia, citing the EPA’s assertions are “arbitrary, capricious, not in accordance with the law, and in excess of EPA’s jurisdiction and authority under the CWA,” and asked the court to set aside the order from EPA. The Alts know all too well the risks of such a decision, but believe not only in the fact that they run a clean operation and are not polluting, but also that the EPA is overstepping its authority under the CWA and must be stopped, for the sake of all farmers everywhere.

It takes a lot of courage, determination and money to challenge a government agency like the EPA, whose resources are limitless. The alternatives, however, can also be hard to swallow. The Alts firmly believe in “doing what’s right,” regardless of the risk to themselves and their business. They are looking at the big picture – what this case could mean to thousands of other farmers across the U.S., who are or may someday be facing the same underlying issue: Does the EPA have the right to subjectively interpret the Clean Water Act and therefore ignore the intent of Congress?

The board of directors of West Virginia Farm Bureau felt strongly that the Alt’s case had merit, and decided to support their efforts through the WVFB’s Legal Defense Fund. They, too, recognize the implications of this case for farmers everywhere.

Government agencies are not above the law. We all must be willing to stand up and speak out against those who choose reinterpret or ignore the law. If we don’t, what will become of agriculture? We are rapidly approaching a time when we will literally have to obtain permission from our government to farm.

Is that what we want? Are we so afraid to speak out that we will let our way of life cease to exist? Yes, standing up is difficult. Yes, standing up is risky. Yes, standing up is costly. But what are the alternatives?

Help us help the Alts. Help West Virginia Farm Bureau help defend the right of farmers to run their businesses in a responsible, lawful manner. Donate to the WVFB Legal Defense Fund and stand up for the future of agriculture.
South Branch Reflections – Since 1977 a close-knit family of friends have been invading the South Branch of the Potomac near Moorefield to relax and enjoy great fellowship, conduct “unscientific” research on smallmouth populations in the area, and partake of some of the finest agricultural products available. This year’s crew numbered 15, with six of the group being Farm Bureau members. During our four-day excursion we discussed various issues impacting West Virginia. I will limit this article to five of those topics – EPA’s assault on agriculture, oil and gas exploration, legislative interims, upcoming elections, and the future of Cedar Lakes Conference Center.

Anxiety continues to grow within West Virginia’s poultry industry. A large producer visiting our camp shared his concern and frustration about the changing dynamics within the poultry industry, as well as the veil of uncertainty resulting from EPA’s posturing. I was encouraged following our trip after an extensive meeting involving President Wilfong, Executive Secretary Butler and myself with Scott Mandirola, Director of the Division of Water and Waste Management for the West Virginia Department of Environmental Protection. Scott is a reasonable, common-sense professional who understands agriculture and is heading DEP’s efforts with permitting ... stay tuned!

The topic of oil and gas exploration generated much discussion at camp, with two members being directly involved in their respective communities. The obvious economic benefits to the state and specific land and/or royalty owners were noted, as well as multiple issues associated with this economic boom – hazardous road conditions (and associated accidents), drastic changes in topography, concern about the need to hire more local workers, etc. It is imperative for the industry to be a good neighbor to the stakeholders involved.

We discussed the Legislative Interim process that is beginning to gain traction on some serious topics heading into the 2013 Regular Session. Several Farm Bureau issues have been identified for study by the Agriculture and Agribusiness Committee (Captive Cervid Farming, Creating the Spay Neuter Assistance Fund, General Livestock Trespass Law) and the Judiciary Committee (Property Owners’ Liability to Trespassers, Update Fencing and Livestock Trespass Laws). Future Interim dates include: August 13-15, September 10-12, October 8-10, November 26-28, December 10-12, January 7-9 and February 10-12. With the 2013 Legislative Session scheduled to begin February 13, our major joint legislative activities are set for March 4 (Farm Credit/Farm Bureau Legislative Appreciation Lunch Activity) and March 5 (Farm Bureau and Forestry Day at the Legislature/Taste of West Virginia Reception).

The General Election generated much discussion, with many expressing the feeling to expect the unexpected, given factors such as voter apathy, negative feelings about the President’s performance and possible carry-over affect to other candidates, anti-incumbent sentiment, etc. We talked at length about the race for Agriculture Commissioner. I would remind you the agriculture community can have a significant affect on the outcome of this race. Study the candidates – Senator Walt Helmick (Democrat) and Lt. Col. Kent Leonhardt (Republican) – and be sure to vote!

Cedar Lakes is close to the hearts of many Farm Bureau members, and its future was a topic of conversation on the Branch. For those who have donned the blue and gold jackets of the FFA, Cedar Lakes likely produces memories of premier leadership development, highly competitive intra-curricular career development events, lasting friendships, etc. Most are aware that the Department of Education has undergone a recent audit and rumors are circulating regarding a lack of support for one of the state’s best resources for inspiring and educating youth of all ages – Cedar Lakes. If Cedar Lakes has made a difference in your life, take time to share your story with one or more of those who are in a position to impact its future.

see Michael, page 23
70 participants from all over West Virginia attended the 2012 Summer Agriculture Institute. The event was held at a new location - the Hilton Garden Inn in Morgantown.

Presenters educated teachers on a variety of interesting topics they could take back to their classrooms - including accurate agriculture-themed literature, facts about chickens, eggs, water, fiber, aquaculture in the Mountain State, and more.
Few Aware of Risk of Medical ID Theft

Nationwide® Insurance consumer survey shows the need to educate, take precautions to protect your credit and your health.

While it’s the fastest-growing type of identity theft, a new Nationwide Insurance survey reveals few people know what medical identity theft is or how devastating it can be to your credit and your health.

The national telephone survey commissioned by Nationwide Insurance was conducted by Harris Interactive in February among 2,001 adults with health insurance. It found only 1 in 6 (15%) of insured adults say they are familiar with medical identity theft. Of that 15% only one in three (38 percent) could correctly define “medical identity.”

“A stolen medical identity has a $50 street value – whereas a stolen social security number, on the other hand, only sells for $1*,” said Kirk Herath, Nationwide Chief Privacy Officer. “However, while most people are very careful with their social security number to protect their credit and personal information, they tend to be less careful when it comes to their medical information.”

What is “Medical Identify Theft?”
Medical ID theft occurs when one person steals another’s medical information to obtain or pay for health care treatment. It’s a crime that can have a serious impact on your personal, financial and medical well being.

According to the World Privacy Foundation, medical identity theft has affected 1.5 million Americans at a cost of more than $30 billion.

If someone steals your medical information they illegally can use your health care insurance to obtain medical care, buy prescription drugs or submit false insurance claims in your name, all of which can lead to devastating financial results or potentially hazardous changes to your medical records.

The three most common ways your medical identity could be compromised are:

- Financial medical identity theft – Someone is getting medical help using your name and/or other
information.
• Criminal medical identity theft – You are being held responsible for the actions of another’s criminal behavior.
• Government benefit fraud – Your medical benefits are being used by another person.

**Devastating Consequences, Difficult Recovery**

According to the Nationwide survey, more than half (56%) of insured adults said it’s likely that their credit card or credit card number would be stolen, while only one-third (32%) say they expect their medical identification to be stolen.

About one in five (22%) believe the most likely consequence would be that their health insurance could be cancelled, when in reality hazardous changes could be made to their medical records compromising their health.

“These are warning signs that should not be ignored,” Herath said. “The cost and time associated with cleaning up a medical account is sizeable.”

The personal expense of resolving a medical identity theft is about $20,000, according to actual victims. The same victims also said they had spent four to six months resolving the theft**.

More than half of the study participants underestimated how long it would take to restore their medical identity. Nineteen percent or about 1 in 5 said it would take less than two weeks. And more than half underestimated or didn’t know how much it would cost.

When it comes to taking proactive measures to review their medical records for errors, 75 percent or 3 of 4 study participants “trust” that their medical records are correct.

“Blind faith in a medical record is risky behavior,” Herath said. “Nationwide Insurance recommends being as knowledgeable about your medical records as you are about your financial reports.”

Nationwide is one of the largest and strongest diversified insurance and financial services organizations in the U.S. that offers identity theft protection that includes the specialized service needed when a person’s medical identity is stolen.

To learn more about what you can do to protect your medical identity, visit www.nationwide.com/medicalIDtheft, contact your local Nationwide agent or call 1-877-OnYourSide.

*World Privacy Foundation
** 2011 Ponemon Institute Research Report

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**Tips to Protect Your Medical Identity**

Here are a few things you can do to safeguard your medical identity:

• Closely monitor any “Explanation of Benefits” sent by health insurers
• Pro-actively request a listing of benefits from your health insurers
• Request a copy of current medical files from each health care provider
• If you are victim, file a police report
• Correct erroneous and false information in your file
• Keep an eye on your credit report
• Request an accounting of disclosures
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A Berry Good Experience

Michelle Biser

Just a few miles outside beautiful Moorefield, West Virginia, one will find a recently established you-pick operation, Buena Vista Strawberries. Buena Vista has become a huge attraction, not only to the citizens of Moorefield but to surrounding areas as well. They are dedicated to producing quality fruit while providing a family friendly environment for their customers.

Miriam Leatherman decided to open Buena Vista Strawberries following her recent retirement from the WVU Extension Service as the Family and Consumer Science agent in Hardy County. Seeking something to work on that was outside of the traditional farm and did not deal specifically with cattle, poultry or horses, she hit upon the idea of raising strawberries, based on the facts that strawberries have a defined season, are a very healthy and desirable product and the business would help to connect agriculture to the community by allowing customers to come and pick the berries themselves.

One half acre was set aside on the family farm for the strawberry patch. Leatherman chose two varieties: Sweet Charlies and Chandler, both commercial varieties noted for their productivity. In September 2011, 4100 plants were planted in hopes of producing 4,000 pounds of strawberries. Under normal conditions, one plant should produce at least one pound of strawberries. The first berry was picked in April, 2012.

Extensive research was time-consuming but necessary for a successful venture. Leatherman had to become knowledgeable about the best varieties of strawberries, as well as all of the diseases and bugs that could possibly affect the plants, dealing with adverse weather conditions and how to effectively market her product. Frost protection was critical, specifically from the first of March until the time the berries began to appear. If frost was in the forecast, Leatherman would place blanket covers over the plants.

Miriam did in fact reach her goal of producing 4,000 pounds of the sweet juicy treat. Her largest customer came through “Farm to School,” a grant program created to encourage schools to use locally grown food. Hardy County Schools purchased 650 pounds of strawberries from Buena Vista, fifty pounds at a time. The berries were a huge hit with the students, staff and cooks, and a teachable moment for all when they learned that it takes ten apples to equal the same amount of vitamin c in just one cup of strawberries.

When asked to describe the most rewarding experience of the entire project, Miriam stated that there were many. “The first was probably seeing the first red, juicy berry. Also, reaching the 4,000 pound production goal was a huge accomplishment. Another rewarding experience was delivering berries to the schools and knowing that the students would receive healthy and nutritious food.” Another of Miriam’s life goals is to mentor youth and help them in any way, so she hired a few high school
Susan Wilkins, YF&R Vice-chair

Young Farmer and Rancher Update

It’s hard to believe that we are now in the very midst of summertime. Farms across the state are in full-swing haymaking mode, corn is growing by what might seem like feet each day, and cattle are getting fatter on all the grass we have been blessed with this year. While winter can seem like complete drudgery sometimes as farmers barely manage to feed all the animals before the daylight runs out; the spring and summer months seem like a constant race to keep up.

On my family’s farm, the race begins in mid to late April as we race to get the cattle worked and hauled to pasture before the rains stop. As soon as the rains stop, we want to be working in the fields. Then we race to get the rye chopped, the ground worked up, and the corn in. After that, it is a race to get the first cutting of hay made before it gets too mature. And finally, there is a week or two window that we can almost relax in before starting on the second cutting of hay. Usually that is the time my dad and brother work on improvement projects like clearing brush or developing springs and wells.

Each spring I am constantly amazed by how smart farmers are. It irritates me to no end when someone says that a person is “just a farmer.” Farmers have to be agronomists, economists, accountants, veterinarians, entomologists, managers, marketers, electricians, and machinists. Increasingly, farmers are becoming social media and computer gurus. They have to know when and how to sell their products and how to negotiate the best price. Farmers have to keep up with the constantly changing markets for crops and livestock. They also constantly seek out new training and ideas through educational programs offered by agricultural companies and organizations and the Extension Service. Farmers have to be continually trained and certified in the use of pesticides and other chemicals.

I think it is easy for farmers themselves to sometimes buy into the idea that they are “just a farmer.” But farmers are so much more. Farming is one of the most demanding, but rewarding jobs there is. George Washington once said, “Agriculture is the most healthful, most useful, and most noble employment of man.” I think Mr. Washington was right.

AG GRAND

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Memories that grow... year after year.
Thanks to everyone who made Food Check Out Week such a great success. We had 55 people who shopped for all three Ronald McDonald Houses. We collected and/or purchased $20,202.58 in food, $5740.12 in cash, for a total of $25,942.73. Baby blankets and other in-kind items were also donated. As always, the staff at RMH were very appreciative to all of you who visited the houses and helped in whatever way you did. Again, THANKS!

The “Taste of West Virginia” reception in February was very well attended and the food, as usual, was great. This is a wonderful opportunity for Farm Bureau members to meet in an informal setting and talk with our legislators. The information given by our lawmakers prior to the reception is always extremely informative and very well presented.

The Women’s Leadership Committee cookbook sales are going well. Remember to have them available at your picnics and annual meetings. Thanks to all of you for working with this project.

Our “Agriculture in West Virginia” poster contest produced many wonderful entries. The first-place winner is Maggie Thompson of Greenbrier County. Second-place winner is Casey Doyle of Ohio County, and third-place was awarded to Aeriss Efaw from Marion County. Congratulations to each of these winners and to all who entered the contest. It seems to get better every year.

The WLC voted to donate $25 per member to the AFBF Challenge Award again this year. This helps to further agriculture education throughout the country.

Several Safety Day Camps have already been held throughout the state and there are still several to be held through the summer and fall. Congratulations to all of you for the great work you are doing in making our youth and, ultimately, their parents aware of the safety issues in their communities and at home.

I attended Farm Bureau’s 2012 Women’s Leadership Committee State Chair Conference, held in Washington, DC, in April. The sessions were informative and we did a lot of brainstorming on where the AFBF is headed in the next 100 years. The American Farm Bureau Federation was formed in 1919, and in 2019 we will celebrate our centennial. All state Farm Bureaus were asked to provide input as to where AFBF should be headed in the next century. The American Farm Bureau Federation was formed in 1919, and in 2019 we will celebrate our centennial. All state Farm Bureaus were asked to provide input as to where AFBF should be headed in the next century. We concentrated mainly on where the WLC will fit into the organization at that time. Some points that were brought up included, “Why do people join Farm Bureau?” and “How do we keep them as members?” Farming has changed dramatically over the past century and our focus needs to change to meet the challenges of the next 100 years. As the WLC, we need to be informed concerning these changes and engage the public in discussions about what and how we farm. There are many opportunities to become empowered and make use of such forums as Ag in the Classroom, Safety Day Camps, and other events to answer questions. As women, we are strong advocates for the way of life we love, and can help others understand our point of view and let them know we have the same safety concerns they have.

Summer is such a busy time, but we must remember to take time to stop and smell the roses, and be careful when working on the farm. Our children and others who work with and for us need us to be ever alert. So, be safe, enjoy the fruits of your labor, and remember to give thanks to the good Lord above.

‘Till next time, JoEllen
students to assist in picking strawberries. For many, this was their first job. Miriam had the opportunity to teach them skills they may not have learned elsewhere. That proved to be a rewarding experience as well.

Leatherman strongly emphasized that this project would not at all have been possible without the help and support of her husband, family, and others including Dave Workman, Gary Rapking and Lewis Jett. She plans to do it all again next year, so if you find yourself in the Moorefield area around May 2013, stop by and see Miriam at Buena Vista Strawberries, and sample some of the tasty berries for yourself.

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Farm Bureau members can get a $500¹ private offer toward the purchase or lease of most new GM vehicles, including the Chevrolet Silverado 2500HD and 3500HD lineup. Visit fbverify.com for more details. They get tough jobs done with a maximum payload of up to 6,635 lbs.² and a conventional towing capacity of up to 17,000 lbs.³

And through the GM Business Choice Program,⁴ business owners receive even more when purchasing or leasing an eligible Chevrolet or GMC truck or van for business use. Visit gmbusinesschoice.com for details.

¹ Offer valid toward the purchase of new 2011 and 2012 Buick, Chevrolet and GMC models, excluding Chevrolet Volt.
² Requires Regular Cab model and gas engine. Maximum payload capacity includes weight of driver, passengers, optional equipment and cargo.
³ Requires available 6.6L Duramax diesel engine. Maximum trailer ratings assume a properly-equipped base vehicle plus driver. See dealer for details.
⁴ To qualify, vehicles must be used in the day-to-day operation of the business and not solely for transportation purposes. Must provide proof of business. This program may not be compatible with other offers or incentive programs. Consult your local Chevrolet or GMC dealer or visit gmbusinesschoice.com for program compatibility and other restrictions. Take delivery by 9/30/2012.

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National Search Seeks “Faces of Farming and Ranching” - Could You Be One?

When it comes to today’s agriculture, there are many examples of great farmers and ranchers all over the country doing wonderful things to bring food to the table for those around the world. But few of those farmers and ranchers are recognizable by consumers, mainstream media and influencers. In fact, the pictures and perceptions of farmers and ranchers often do not match reality.

USFRA wants to change that.

At USFRA’s Food Dialogues event held in June in Los Angeles, the organization announced it is looking for the “Faces of Farming and Ranching” to help put a real face on agriculture and shine a light on the heart, personalities and values that are behind today’s food.

“Many voices are leading conversations about food – and often leaving the people who grow and raise our food out. We need to find the best people to be part of these conversations and represent the real farmers and ranchers of America,” said Bob Stallman, chairman of USFRA and president of the American Farm Bureau Federation.

USFRA is looking for standout farmers and ranchers who are proud of what they do, eager to share their stories of continuous improvement with others and who are actively involved today in sharing those stories. Farmers and ranchers who raise a variety of foods differently, at differing scale and in all areas of the country are encouraged to apply as it is important to show American agriculture and all of its diversity.

Entries will be accepted through September 8, 2012 at www.FoodDialogues.com.

“We want America to see the real faces of farming and ranching,” said Stallman. “This is an excellent way for those within agriculture to step up and showcase to the country what these hard-working farmers and ranchers are really all about.”


YOU can be THE Face of FARMING & RANCHING

U.S. Farmers and Ranchers Alliance (USFRA) is looking for the “Faces of Farming and Ranching” to help put a real face on agriculture at the national level through special events, media coverage, advertising and other marketing and promotional activities.

If you are a standout farmer or rancher who is ...

☑ proud of what you do  ☑ eager to share your stories of continuous improvement with others  ☑ actively involved in telling those stories

... then enter by Sept. 8, 2012 at www.fooddialogues.com.

Winners will receive:
• a $10,000 stipend
• a $5,000 charitable donation in their name
• the opportunity to tell the real stories of today’s farmers and ranchers

Finalists will be announced at the November Food Dialogues in New York and the winners will be announced in January 2013.


* U.S. Farmers & Ranchers Alliance *
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Everyone likes saving money, right? These days, with a tight economy, it’s more important than ever. So, if you are thinking about joining Farm Bureau because of the great discounts that come with membership, hold on to your hat! Why? Because as a member of West Virginia Farm Bureau, you can save even more with a Sam’s Club membership!

“How’s that?” you say. Well, when you join or renew your Sam’s Club membership, just show them your West Virginia Farm Bureau membership card, or the printed membership certificate from our website under the Sam’s Club benefit section, and you’ll receive a $25 Sam’s Club Gift Card when you join or renew as a Plus Member, or a $10 Sam’s Club Gift Card when you join or renew as an Advantage or Business Member. Not only do you benefit from all the other great Farm Bureau discounts, but now you get all of the great savings included with a Sam’s Club membership, and get a free gift card to boot! And each year when you renew your membership with Sam’s Club, Farm Bureau members get another Gift Card from Sam’s!

You get the best of both worlds - great discounts from Farm Bureau, and great discounts from Sam’s Club. So, what’s to think about? Join Farm Bureau today and start saving!
Livestock Risk Protection (LRP-Fed Cattle) is designed to insulate against declining market prices. Beef producers may select from a variety of coverage levels and insurance periods that correspond with the time their market-weight cattle would normally be sold.

WHEN AND HOW DO I SIGN-UP?
LRP-Fed Cattle may be purchased throughout the year from approved livestock insurance agents. Premium rates, coverage prices, and actual ending values are posted online daily at: http://www.rma.usda.gov/tools/livestock.html

WHAT IS COVERED?
Beef producers submit a one-time application for LRP-Fed Cattle coverage. After the application is accepted, specific coverage endorsements may be purchased for up to 2,000 head of heifers and steers (weighing between 1,000 and 1,400 pounds) that will be marketed for slaughter near the end of the insurance period.

To learn more about these and other crop insurance products visit the WV Small Farm Center’s Risk Management Tools at http://smallfarmcenter.ext.wvu.edu/cropinsurance
Lynne Finnerty

You know the saying, “...and the crowd goes wild!” often uttered after someone shoots a basketball straight into the net? When the Labor Department announced recently that it was withdrawing its proposal to limit the types of farm work that minors could do and whose farms they could work on, the response from farm country was instantaneous. Farm families had scored the winning goal. The crowd went wild! The sense of relief was palpable.

“This is great news!” someone commented on the American Farm Bureau Federation’s page on Facebook. “Many farms, including our own, are family run and it should be the decision of the parents of the children working on the farm whether they are old enough to work. We are thankful for this decision as I’m sure many are!”

“Grassroots efforts work!” said another.

The Labor Department’s proposal would have barred anyone under 16 years old from using power-driven equipment, in addition to other restrictions, and limited the parental exemption to farms that are wholly owned by a parent. After Farm Bureau and others pointed out that the proposed rule could make it illegal for young people to use even a battery-powered screwdriver and did not take into account the way that many farms are organized nowadays, with ownership shared by several family members, the Obama administration withdrew it. DOL said the decision was made in response to thousands of comments expressing concerns about the effect of the proposal on small, family-owned farms.

It’s tempting to just sit back and relish this victory. But it’s important to look at what really worked, just as a winning team will review video of the game.

The first thing that worked was that all of agriculture used the same playbook. The administration didn’t get conflicting messages from different farm groups or agricultural sectors. Everyone came together behind one rallying cry: the child labor rule had to go! Second, farmers and ranchers that helped them become better farmers and responsible adults, lessons that they want to impart to their own children. Even if someone didn’t grow up on a farm, he could probably relate to that.

So, what should we set our sights on next, and how can farmers and ranchers apply the lessons learned to win more victories? Game on!

Lynne Finnerty is the editor of the American Farm Bureau Federation publication FB News.
Picnics are a perfect way to enjoy getting together with friends and family this summer. No matter what your destination — beach, park or just your backyard — there’s no need to settle for standard fare.

Instead, make summertime favorites like pasta salad, potato salad, vegetable dip and California style wraps even more delicious by adding the new Hellmann’s® or Best Foods® mayonnaise dressing with Olive Oil recipe. Made with high-quality ingredients, including olive oil, cage-free eggs, and vinegar, it combines the creamy, rich taste of Hellmann’s® or Best Foods® with the delicious goodness of olive oil.

California Chicken Wrap
Serves: 4
Prep Time: 10 minutes
3 tablespoons Hellmann’s® or Best Foods® Mayonnaise Dressing with Olive Oil
4 6-inch fajita size whole wheat flour tortillas
12 ounces boneless, skinless chicken breasts, grilled and sliced
1 medium avocado, peeled and sliced
1 red bell pepper, sliced
1/4 cup sliced red onion
2 cups mixed salad greens
Spread Mayonnaise Dressing with Olive Oil on tortillas. Layer chicken, avocado, red pepper, red onion and salad greens down center of each tortilla. Roll and fold the filled tortillas.

The Original Potato Salad
Serves: 8
Prep Time: 10 minutes
Cook Time: 15 minutes
2 pounds potatoes (5 to 6 medium), peeled and cut into 3/4-inch chunks
1 cup Hellmann’s® or Best Foods® Mayonnaise Dressing with Olive Oil
2 tablespoons vinegar
1 1/2 teaspoons salt
1 teaspoon sugar
1/4 teaspoon ground black pepper
1 cup thinly sliced celery
1/2 cup chopped onion
2 hard-cooked eggs, chopped (optional)
Cover potatoes with water in 4-quart saucepot; bring to a boil over medium-high heat. Reduce heat and simmer 10 minutes or until potatoes are tender. Drain and cool slightly. Combine Mayonnaise Dressing with Olive Oil, vinegar, salt, sugar and pepper in large bowl. Add potatoes, celery, onion and eggs and toss gently. Serve chilled or at room temperature.

Pasta Salad with Vegetables
Serves: 8
Prep Time: 20 minutes
Cook Time: 25 minutes
3/4 cup Hellmann’s® or Best Foods® Mayonnaise Dressing with Olive Oil, divided
2 tablespoons balsamic vinegar
1/2 teaspoon ground black pepper
6 cups assorted fresh vegetables (zucchini, red and yellow peppers and/or red onion), sliced
1 box (16 ounces) fusilli pasta, cooked, drained and cooled
1/3 cup sliced Kalamata or pitted ripe olives
1 cup loosely packed fresh basil leaves, chopped
Blend 1/4 cup Mayonnaise Dressing with Olive Oil, vinegar and ground black pepper in large bowl. Add vegetables, olive and basil and toss gently. Serve chilled or at room temperature. Blend 1/4 cup Mayonnaise Dressing with Olive Oil, vinegar and ground black pepper in large bowl. Add vegetables, olive and basil and toss gently. Serve chilled or at room temperature. Blend 1/4 cup Mayonnaise Dressing with Olive Oil, vinegar and ground black pepper in large bowl. Add vegetables, olive and basil and toss gently. Serve chilled or at room temperature. Blend 1/4 cup Mayonnaise Dressing with Olive Oil, vinegar and ground black pepper in large bowl. Add vegetables, olive and basil and toss gently. Serve chilled or at room temperature.

Picnic Food Safety Tips
Make sure you properly store and serve your picnic treats so they stay fresh and delicious.

Cold Food
- Cold perishable food should be kept in a cooler at 40°F or below until it’s time to serve.
- Foods like cold salads or desserts in individual serving dishes can be placed directly on ice. Drain off water as ice melts, and replace ice frequently.

Hot Food
- Hot food should be kept hot, at or above 140°F.
- Wrap hot foods well, and place in an insulated container until serving.

Once served, no food should sit out for longer than two hours — one hour if the outdoor temperature is above 90°F. To be safe, throw away any food that has been left out longer.

Tip: Vegetables may also be roasted in the oven.
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