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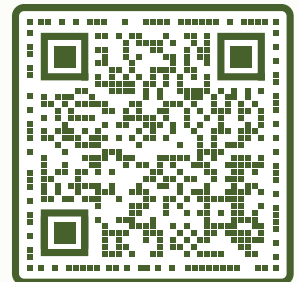
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LEAH POTTINGER

APRIL 2024
 VOL. 139 / NO. 4
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ON THE COVER
 Erik Oberbroeckling transformed his farm's underutilized semis into a booming business.

PHOTO: MARK TADE

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 for new revenue
 often bloom
 with hard work
 and creative vision.***

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These 5 States Top List of Those That Embrace Precision Ag

Walking through the aisles of the National Farm Machinery Show and Commodity Classic this past winter was a quick reminder of the technology and precision tools powering agriculture today and empowering farmers to make smarter, more profitable decisions through data collection and analysis.

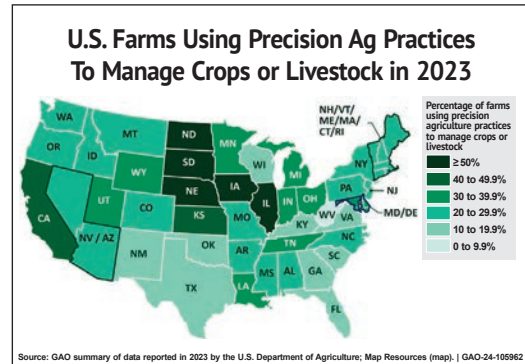
Everywhere you turned, companies showcased their latest tech for growing and managing crops, promoting its many uses to enhance efficiencies, boost productivity, simplify tasks in the field, protect the environment and improve return on investment. There were monitors and screens of every size, sensors and software, robotics and autonomous machines, and much more. Talk about technology overload. Price tags fluctuated wildly, depending on the scope of the technology and the machines attached to it.

Analysis and insights collected from on-farm data allow growers to use precision agriculture tools to be more judicious and exact when applying inputs throughout the growing season. Farmers have gone from field-by-field decision-making to acre-by-acre, foot-by-foot, inch-by-inch and now plant-by-plant.

Despite some clear advantages, adoption of precision ag technology varies among farmers. In January, the U.S. Government Accountability Office (GAO) released a study on the benefits and challenges for precision agriculture adoption and use. It's no surprise the research authors found high up-front costs can be a barrier for some growers. Information was collected from April 2022 to January 2024 so the GAO could examine policy options to help address the challenges.

Technologies such as variable-rate fertilizer and yield monitoring have been available since the 1990s. However, only 27% of U.S. farms or ranches used precision agriculture practices to manage crops or livestock based on 2023 USDA reporting. The top five states for tech use make up nearly half of the 2022 U.S. cash receipts for corn (52.6%) and soybeans (45.7%). They are North Dakota (57% of farms), Nebraska (55%), Iowa (54%), South Dakota (53%) and Illinois (51%). Kansas is sixth at 49%. See the map, top right.

Most northeastern states have adoption rates below the U.S. average of 27%. The study theorizes that lower adoption may be due to smaller farm sizes and diversified farming with multiple crop types in the region. In addition, in these states, where average farm size is smaller



than the national average, they may get less benefit from precision agriculture technologies.

Similarly, many southern states have adoption rates below the national average. According to academics from this region, that may be due to the concentration of small, minority and under-resourced farmers lacking access to basic tools such as computers and continuing use of outdated technologies and practices from 40 years ago.

Younger farmers lead the way in technology adoption. Farmers said technologies that are relatively easy to use are generally more quickly and widely adopted than those that are more complex or require a large investment of time and resources. And, they indicated data-intensive technologies that require farmers to collect, collate, analyze and respond to data have a higher barrier to entry and are less widely adopted.

The GAO developed three policy goals to help address adoption challenges and/or enhance the benefits of precision agriculture technologies:

1. Provide additional incentives or other financial support to encourage greater adoption and use and better understanding, and to quantify benefits and costs, and expand farmer outreach.
2. Encourage further innovation by conducting research and development to improve on-farm data gathering and analysis, and development and use of standards.
3. Manage greater amounts of data by enhancing data analysis and encouraging data sharing.

Gregg Hillyer
EDITOR IN CHIEF

WE'D LIKE
TO MENTION



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Follow Reporting Requirements To Prevent Problems Later

Big Brother is watching! Every time you turn around, there is a new IRS form or government reporting obligation. Some of these are meant to prevent crimes; others are aimed at curbing tax abuse. Many questions about reporting obligations have come up during tax season, so I wanted to briefly touch upon some of them.

The Corporate Transparency Act (CTA) was enacted in 2021, and reporting started in 2024. The CTA requires corporations, partnerships and other entities registered to do business in the United States to report information on beneficial owners. A beneficial owner is an individual who ultimately controls the entity. The information is reported to the Financial Crimes Enforcement Network (FinCEN), which is part of the U.S. Department of the Treasury. The information can be disclosed to government authorities and financial institutions.

Who is a beneficial owner? Someone who directly or indirectly exercises “substantial control” over the reporting company or directly or indirectly controls 25% or more of the “ownership interests” of the reporting company.

The most common exception to reporting is the large operating company exemption. To meet the exemption, an entity must have at least 20 full-time employees, \$5 million in gross receipts or sales, and a physical presence in the United States. Other exceptions include 501(c)(3), certain regulated financial companies and accounting firms.

If you don’t qualify for an exemption, you must file initial reports on or before Jan. 1, 2025. If you form a new entity in 2024, you have 90 days from registration to file the report. If you don’t, you are subject to a civil penalty of \$500 per day and criminal penalties, including a \$10,000 fine and two years in prison.

Another filing requirement is IRS form 7203. This form is meant to establish S corporation stock basis. It is submitted

with the S-corp owner’s tax return. S-corp owners must include the 7203 if they sell stock during the year, receive a payout from the S-corp, receive loan paybacks from the S-corp, or the shareholder claims a loss-related deduction.

Form 7203 is meant to track basis and to figure limitations on the shareholder’s level. Tracking S-corp basis is very important and something you should do from the inception. If you do not track basis and receive a dividend distribution from the S-corp, you can’t be sure it’s a tax-free distribution. Another reason for the form is if you sell your S-corp stock, you will need to know your basis to properly determine your gain. Finally, if the S-corp has a loss, it would be limited to the shareholder’s basis and the rest suspended.

I’d recommend that you follow the reporting requirements. A little time and effort can prevent issues down the road. ///

TOOLS FROM THE PAST

No, these aren’t eggs from the Easter Bunny. What are they?



Answer:

These false wooden eggs were placed in the grass and used with free-range chickens to get them to lay their eggs in the same general location instead of scattered over a wide area.



Rod Mauszycki

DTN Tax Columnist Rod Mauszycki, J.D., MBT, is a tax principal with CLA (CliftonLarsonAllen) in Minneapolis, Minnesota.

► Read Rod’s “Ask the Taxman” column at **ABOUT.DTNPF.COM/TAX**

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April 11: WASDE Report: How will commodity markets react to the latest supply and demand estimates? DTN Lead Analyst Todd Hultman will provide expert insights and commentary.

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Nostalgic histories of yesteryear's farm equipment

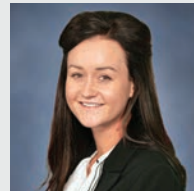
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Putin Has Astute View of Wheat's Value

If we ask the typical trader what a bushel of wheat is worth, we're apt to get the curt response, "Whatever the market will bear." If we ask an economist, the answer will vary depending on the theory to which the economist ascribes. An Austrian economist will tell us that value, like beauty, is in the eye of the beholder. A Marxist would tell us the value of wheat depends on the amount of labor required to produce it. Some will need a chalkboard and funny-looking Greek symbols to explain.

became known as Food for Peace, a program that was broadened under President Kennedy and incorporated into the United Nations during Kennedy's term. The law authorized the shipment of agricultural surplus to friendly nations on terms favorable to the countries in need. It is not hyperbole to say the law promoted goodwill and democracy in parts of the world far from home.

Since the 1980s, the political mood soured on foreign aid, and recent contributions of U.S. wheat have become slim. In fiscal year 2022, the United States Agency for International Development provided nearly 41 million bushels of wheat, a slight amount, given wheat's 570-million-bushel surplus in 2022–23.

Meanwhile, Russian President Putin has intentionally increased wheat production over the past 12 years and has successfully built such a domestic surplus that it is on track to export 1.87 billion bushels of wheat in 2023–24, by far the largest exporter of inexpensive

wheat in the world.

By contrast, the more market-driven view of U.S. wheat policy is expecting 725 million bushels of wheat exports in 2023–24, the smallest amount in more than 50 years. More concerning, Russia is parlaying its wheat surplus into increasing political influence throughout Africa and the Middle East, providing authoritarian leaders with promises to keep them safe and their people well-fed. For their troubles, Russia gets a share of the countries' resources and votes at the U.N., and is bargaining access to locations near the world's key trade routes.

I hate to say it, but when it comes to understanding the value of wheat, Russia's Putin has been more astute than most Western leaders since Eisenhower and Kennedy. In his own malevolent way, Putin understands the value of wheat. ///



GETTY IMAGES

Today, I don't care about economic theory. Russia's President Vladimir Putin is proving wheat is far more valuable than growers are being paid.

As I write this in late February, the spot futures price of Kansas City wheat is \$5.86 a bushel, Chicago wheat is \$5.83 a bushel and Minneapolis is \$6.66 a bushel—all near their lowest prices in at least two years and well below USDA's average production cost estimates for wheat in general. Callous traders would say the market is sending a strong message for producers to stop growing wheat. They probably think a career in cryptocurrency would be better.

In my lifetime, there have been three world leaders who understood the value of wheat better than most. Presidents Dwight D. Eisenhower, John F. Kennedy and Vladimir Putin. In 1954, Ike signed a law that later



Todd Hultman
Lead Analyst

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Katie Dehlinger

Senior Farm Business Editor

► Read Katie's business blog at
ABOUT.DTNPF.COM/BUSINESS

Build Business Acumen at TEPAP

You can practically see the light bulbs flicking on above people's heads during The Executive Program for Agricultural Producers, better known as TEPAP.

"What it really does is changes your way of thinking and brings perspective," says Erik Oberbroeckling, the Iowa farmer featured on this issue's cover. He completed TEPAP's two units, each a week long, in the mid-2010s and returned as an alumni in 2023.

Oberbroeckling says the experience can be like drinking from a fire hose. There are classes from 8 a.m. to 5 p.m. each day, a two-hour discussion session after dinner and dedicated space for conversations and beverages.

That's where I met Evan Hellerud, the Minnesota farmer also featured in the cover story, this past January. Over the past decade or so, he'd focused on growing high-yield crops but decided to attend TEPAP after determining that he needed to understand the business and financial aspects in greater detail.

"Farming is a business, but there are a lot of people stuck in a rut thinking, 'Aw, it's just farming, anybody can do it.' No. When you master the business end of it—along

with your production—it's big, viable business," Hellerud says, adding that the instructors' firsthand experience with farming brought the business application home.

In the first few weeks after returning to his Red River Valley farm, he implemented a software program to track his breakevens, overhead costs and grain marketing.

Oberbroeckling says he left TEPAP with a practical to-do list, such as writing down the farm's standard operating procedures. He still uses the TEPAP template for financial analysis today. But, the real benefits come from the conversations and people you meet.

When Oberbroeckling first attended TEPAP, he had six employees between the farm and his trucking company. By the time he returned last year, that had grown to 40.

"There's no other farm in my immediate area that has that many employees," he says. At TEPAP, "you can rub elbows with people who are working through the same issues you are."

Applications for TEPAP open at the beginning of July. The limited slots for Jan. 6–12, 2025, fill up quickly. You can find more information at tepap.tamu.edu ///



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My Boots Bestow Confidence

BY Jennifer Campbell

I spend way too much time stuck inside my own head. And, to be honest, that's a scary place to spend time.

I tend to lack self-confidence and feel as though I ooze self-doubt. I try to hide these bouts of low esteem with lots of sarcasm and self-deprecation. According to Google, I suffer from "impostor syndrome." Somehow diagnosing myself with impostor syndrome feels akin to a humble person telling people they are humble, but I digress.

Then, there's the fear of being exposed. Who am I to assume titles such as farmer, freelance writer and children's book author? My headstone will probably read my most said phrase: "Oh that ... that's no big deal. Anyone can do it if I can."

I'm always expecting someone to burst into the room, point a finger, and shout: "Aha! There you are, you fraud!" But let's be real, if I were a fraudulent mastermind, I'd probably choose

a more glamorous life of international intrigue. Instead, here I am having my yearly existential crisis while wearing my pajamas and sitting in my messy farmhouse kitchen.

Is there a difference between confidence and self-confidence? Where does one get "magical powers" that keep the gremlins in our head from taking over?

They say building self-confidence is a gradual process that involves self-awareness, setting and achieving small goals, learning from experiences and practicing positive self-talk. I am pretty good at talking to myself.

Maybe it all comes down to just doing, trying and not being terrified to fail and learning from it when I do. But, just in case, I have a trick to kicking this funk. I put on a good pair of work boots. I feel best when I'm working. Putting one foot in front of the other to get the job done is usually the magic I need to tackle the very things I sometimes question my ability to do. ///



JENNIFER CAMPBELL



Jennifer (Jent) Campbell kicks her heels up and often questions "life" from a seven-generation Indiana family farm. She also writes a blog called Farm Wife Feeds (farmwifefeeds.com). Follow her on X [@plowwife](https://twitter.com/plowwife) and on the podcast [@girlstalkag](https://www.podcast.com/girlstalkag)

Soak Up Spring's Simple Pleasures

BY Meredith Bernard

We've all heard the sayings, and many of us

(myself included) have bought the Hobby Lobby signs: "Don't sweat the small stuff ... and it's all small stuff." Or "Enjoy the little things in life, for someday you will realize they were the big things."

These sayings have become cliché and, by many, considered overused. I get that. But honestly, it's hard not to see the truth in them. Have you noticed how hectic life has become not only despite, but dare I say because, of the technology invented to make it easier?

The older I get, the more I long for simpler times. Times like my childhood when our rotary dial phones hung on the wall and didn't follow us everywhere. I'd give anything for another Sunday afternoon in my Granny's backyard, playing with my cousins under the shade of the wide arms of her magnolia tree. I long to squeeze into my dad's truck with my brother for a drive down country dirt roads just to see what we could see. I need a few more summer days reading books, cross-stitching or going for a swim in our neighbor's pond.

I grieve that my children will never know some of these times. Sure, we can limit screen time and kick them outside, but the world is different than it was back then. Even so, we can stop to take joy in simple pleasures and make room for more.

As spring buds around us, it's a good time to remember not to let busy get the best of us. Take the trip. Buy the ice cream. Visit family. Call that long-lost friend. Stop and smell the honeysuckle (or even the manure). Trade scrolling time for real-time strolling. Make memories from the moments.

Write your own saying or slogan this spring and make it happen. It's that simple. ///



MEREDITH BERNARD



Meredith Bernard writes, tends to farm and family, and searches for simple from North Carolina. Follow her on social media [@thisfarmwife](https://www.instagram.com/thisfarmwife) and visit her website at thisfarmwife.com

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Passion

FOR PRAIRIE RESTORATION

Like many urbanites moving to the country to enjoy rural life, Mark and Cheryl Brown found their “little bit of heaven” on a worn-out 80-acre pasture near La Grange, Texas, offering a change of pace and beautiful views. What they hadn’t expected was their appreciation for the land soon turned into a passion to restore it to the ecological splendor that once covered the South Texas Blackland Prairies.

“When we bought the acreage (in 2000), it looked like a moonscape,” Mark recalls of the overgrazed weekend getaway in Fayette County, between Houston and San Antonio. “It was mainly sand, and the only grass growing was no taller than the top of your shoe. But

Long-term project restores grassland’s natural habitat and ecological diversity.

we loved the views,” adds Brown, a construction contractor.

Over the years, the Browns bought three more parcels of adjacent land, including one with a farmhouse, boosting their property to 200-plus acres.

“We began educating ourselves on how this land might have appeared in its natural state. The more I learned, the more I developed a passion to try to restore it to as much of that prairie system as possible,” he explains.

> WORK TO BE DONE

The restoration began with removal of red cedar trees and thickets of mesquite. “We used loppers and learned



to use prescribed burning to control seedlings of both species,” Brown points out. He also manually spot-sprayed leftover stands of Old World bluestem and other “improved species” used during the years by previous owners.

After Brown retired, the couple moved to the property full time in 2018 into a new home located amidst a patch of prairie brimming with a diverse plant population and improved wildlife habitat. Plant species not seen on the property in years were reemerging, and birds and butterflies were stopping to visit thanks to the change in management.

Their efforts at prairie restoration earned the Browns the Lone Star Land Steward Ecoregion Award for the Blackland Prairie region in 2017. Earlier this

Bluebonnets and little bluestem grass flourish as Mark and Cheryl Brown continue to establish native species on their Texas ranch.

year (2023), the couple received the Sand County Foundation’s prestigious Leopold Conservation Award for Texas.

➤ CATTLE AIDS EFFORTS

But, there was still more work to do. Brown realized he needed cattle to further his restoration goals. “While many people think cattle were the cause of the destruction of the native prairies, it was their overuse that was responsible for the barren, nonproductive scene we found when we first bought this property.”

He points out this part of Texas originally was home to millions of bison, so the native prairies were quite capable of being grazed. Natural fires renewed the grasslands in a random, irregular pattern that enticed those herds into a patchwork rotational-grazing system.

“That’s what I try to do with the limited number of cattle Cheryl and I run,” Brown explains. They graze a dozen heifers through the restored prairie plot and other lands they are developing. He tries to regularly burn alternative strips on the property to mimic wildfires that once refreshed the prairie grasses for the nomadic bison.

“It’s amazing to see the changes prescribed burns make and how quickly those areas spring back to highly productive pastures that the cattle love,” Cheryl says. An active party to manual lopping of woody species on the Brown Ranch, Cheryl is also intensely involved with Mark in their local prescribed burn association and educational efforts to encourage neighbors and other landowners to consider restoration of native plots.

“Controlled rotational grazing helps native species return on the prairie by allowing periods of rest and can be used to favor native species over the ‘carpetlike’ sod and forage produced by so-called improved pastures,” Brown explains. “These ‘improved pastures’ require regular fertilizer to maximize productivity and become a monoculture over time. I try to use my cattle sparingly to be disruptive to native species but not exploitive of them. This encourages a diversity of annual and perennial plants while also allowing them to complete their life cycle to produce seed and ensure the continuation of the plant community.”

➤ INTEREST IN RESTORATION

Tim Siegmund, private lands program leader and wildlife biologist for the Texas Parks and Wildlife Department (TPWD), has worked with the Browns over the past five years. He credits their efforts with helping the revival of a diverse population of native species on what they once described as a “moonscape.” The Brown Ranch is now home to more than 220 species of native plants. ➤



□ *Foxglove blooms are now common on the Brown Ranch.*

“We did a 30-acre prairie restoration, multiple broadcast sprayings of nonnatives before drilling in a diverse mixture of

native species, talked about patch burn grazing and rotation, and the need for building additional fences to aid in managed grazing,” he explains. Siegmund has also had four landowner workshops on the Brown’s property and has begun to expand the footprint of the project to other properties in the area.

The Browns periodically till other areas of their property to promote forb growth and use them for fire breaks. Their prescribed burning program removes undesirable grasses while stimulating growth of natives, including milkweed critical to the larval stage in the life cycle of Monarch butterflies.

> CHANGING LANDSCAPE

Siegmund says the Brown Ranch is testimony of what can be done across the region to preserve the heritage of native prairies.

“Like the Browns, many people are buying property in this area for recreational purposes and aesthetics, to live a lifestyle,” he explains. “Land prices in Fayette County are consistently \$25,000 to \$27,000 per acre, a level which would take four lifetimes to pay off with dryland crops or cattle. “These people can raise livestock on a less-intense scale and still live the lifestyle,” he explains.

But, what about the area’s legacy ranchers still operating on a commercial business model? Siegmund says they, too, can help keep the native prairie systems alive by identifying small tracts such as hillsides, timber patches and other difficult-to-manage areas, and managing them for more diverse plant species and improved wildlife habitat.

“I tell those folks native prairie restoration doesn’t have to involve their entire ranch, but areas that aren’t optimally productive can go a long way to keeping

the diversity and legacy of native prairies alive—alongside the commercial cattle operation,” he explains. “Many ranches and farms lease acreages for hunting. Those acres can be better managed for habitat and wildlife in programs to restore the natural prairie.”

□ *Mark and Cheryl Brown work closely with Texas Parks and Wildlife biologist Tim Siegmund (left) on their restoration efforts.*

> START WITH A PLAN

One important step for habitat restoration is to begin with a written plan, Siegmund stresses.

“Landowners need to know what they want to accomplish and work out a plan to get there. That’s where wildlife and range specialists in their areas can help them enlist free resources, technical guidance and, in some cases, cost-share funds from state and federal agencies, and nonprofit conservation organizations.”

The Browns established their plan 15 years ago to attract grassland birds. Today, annual songbird surveys show many migratory species take cover on their land, as well as “acres” of Monarchs during their annual fall migration to Mexico.

Siegmund says what sets the Browns’ restoration efforts apart from many landowners is their determination to work regardless of weather or immediate perceptions of success.

“This is a long-term project,” he says. “Sometimes, you plant seeds and don’t see results for several years; we’re dealing with perennial plants, and they don’t just spring into immediate production or flower.

“The Browns have eagerly bought into this process with patience,” Siegmund continues. “And, honestly, in the scheme of things, their slightly more than a quarter section of prairie restoration won’t change the world by itself. But, the nearly 50 landowners who have joined their local conservation organization account for a sizable number of acres. Together, they all are beginning to have an impact.” ///

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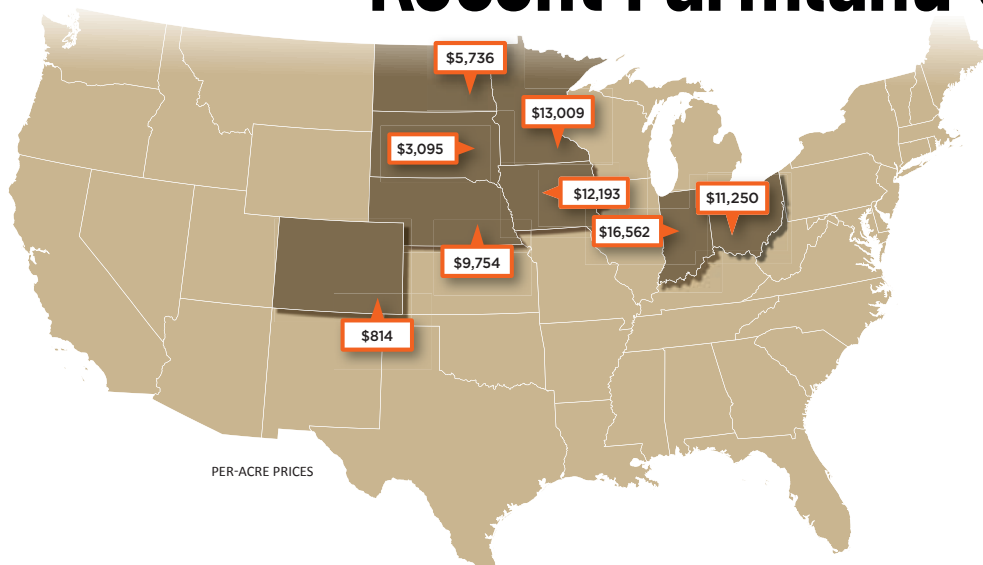


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Recent Farmland Sales



COLORADO, Baca County.

A dryland farm with 1,438 acres sold for an average of \$814 per acre, or \$1.17 million, in a simulcast auction. The property is divided into four tracts and consists of mostly silt loam soil types with a history of corn, milo and wheat production. It is less than 2 miles from a local grain market. **Contact:** Dustin Unruh, Farmers National Co.; 620-482-0898; DUnruh@FarmersNational.com www.farmersnational.com

INDIANA, Tippecanoe County.

A 186-acre farm that was offered in four tracts sold for \$3,080,500, with an average price of \$16,562 per acre. Three tracts are tillable farm ground with productive soils. The fourth tract encompasses 30 acres, half wooded, and was promoted as a potential homesite. **Contact:** Dean Retherford or Todd Freeman, Schrader Real Estate and Auction Co.; auctions@schraderauction.com; 800-451-2709 www.schraderauction.com

IOWA, Webster County. Eight tracts of land totaling 633 acres sold in a simulcast auction for \$7,718,400, or \$12,193 per acre. Land includes extensive drainage improvements and

tile intakes. It also includes carbon pipeline easements. **Contact:** Adam Pick, Farmers National Co; APick@FarmersNational.com; 515-337-8314 www.farmersnational.com

MINNESOTA, Dodge County.

A 550-acre farm sold for \$7,154,765, or \$13,009 per acre. The land is divided into five tracts of Class A cropland with pattern tile. The farms have Crop Productivity Index averages ranging from 85 to 94. The sale also included two parcels sold as future homesites, which were not included in the total sale or per-acre prices. **Contact:** Maring Auction Co.; 800-801-4502; info@maringauction.com www.hmauction.com

NEBRASKA, Hamilton County.

Three irrigated tracts totaling 463 acres sold for \$4.516 million in an online auction. The land averaged \$9,754 per acre, although the first tract, with its proximity to a nearby ethanol plant and a trailer of pipe, sold for \$11,550 per acre. Tenants are in place for the 2024 season. **Contact:** Jerry Hoegh, Big Iron Realty; 402-694-9224; 800-887-8625; contact@bigironrealty.com www.bigiron.com

NORTH DAKOTA, Barnes County.

A 707-acre property divided into four tracts sold for \$4,055,112, or \$5,736 per acre. The farm includes about 640 tillable acres with a Crop Productivity Index average of 70.5. It is leased for the 2024 growing season, and the buyer will be credited the cash rent at closing.

Contact: Lindsey Brown, Peoples Co.; lindsey@peoplescompany.com; 515-222-1347

www.peoplescompany.com

OHIO, Preble County. A 160-acre farm, which includes 127 tillable acres, sold for \$1.8 million, or \$11,250 per acre. Of the nontillable land, 10.5 acres are classified as pasture, 11 wooded, 6 part of the homesite and 1 containing a cemetery. The property also includes an older two-story farmhouse, metal side pole barn, small grain bin and garage. **Contact:** H. John Kramer, Halderman Real Estate & Farm Management; 937-533-1101; johnk@halderman.com www.halderman.com

SOUTH DAKOTA, Beadle County. Six hundred forty acres of contiguous pasture sold in a live auction for \$1.984 million, or \$3,095 per acre. The property includes two wells and three tanks, a holding pen and two dugouts. **Contact:** Jackson Hegerfeld, Advantage Land Co.; Jackson@advantagelandco.com; 605-690-1353 www.advantagelandco.com

These sales figures are provided by the sources and may not be exact because of rounding.

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Small Difference, Big Opportunities

Three young entrepreneurs created new revenue streams for their farming operations.

> By Katie Dehlinger, @KatieD_DTN

Erik Oberbroeckling needed to find a way to support his income when he returned to the 1,200-acre family farm in 2004.

The farm needed another semitruck to speed up harvest and haul grain, and when it wasn't being used during the farm's slow seasons, Oberbroeckling put it to work hauling boxed beef from a local Iowa packing plant to Chicago. After that plant closed, he hauled anything that could be carried in a hopper.

In 2013, a local mine needed someone to haul silica sand to a rail-loading station 35 miles away, where it was then sent to North Dakota oil fields for use in fracking. Oberbroeckling put his trucks to work, and a business was born.

"Trucking and farming are symbiotic," the Garnavillo, Iowa, farmer says. The shop was built to maintain the truck fleet, but it services the farm equipment, too. He's sold grain into farther away markets with better basis because he had a backhaul.

The trucks also enabled the farm's expansion. By 2013, Oberbroeckling, his father and his brother grew corn and soybeans on nearly 2,500 acres in a 20-mile circle around the farm's headquarters. That circle is 45 miles wide today, encompassing nearly 4,500 acres, thanks to a truck fleet that keeps grain moving from the field to the bins during harvest.

"It's opened up quite a few doors," Oberbroeckling says. What started as a way to earn his keep grew into a big opportunity, but it's one that comes with its own set of challenges and rewards.

> FEAST OR FAMINE

The fracking boom kept Oberbroeckling and several full-time employees busy until the price of oil fell to \$30 a barrel in 2015, killing demand for silica sand.



□ Erik Oberbroeckling's fleet of 22 trucks logs an average of 2 million miles a year, all while helping the farm grow.

MARK TADE



MARK TADE

Oberbroeckling was forced to pivot. One of his drivers saw an advertisement looking for owner-operators to pull milk tankers. Oberbroeckling put on a nice pair of jeans, a polo shirt and cowboy boots, and paid a visit. He still hauls for that company—and several others—today.

“You can’t build a business on feast or famine, and you have to be ready for the opportunities,” he says. He ventured into general freight during the pandemic trucker shortage, but today, he mostly pulls milk tankers and commodities in hopper-bottom trailers.

Oberbroeckling says trucking provides a much higher return on assets than farming. A new truck and trailer may cost \$300,000, but it also grosses \$300,000 a year. A farm can spend close to \$1 million on a new combine and grain head that are used seasonally and take years to earn their worth.

He operates the businesses separately, and one business will bill the other for any costs incurred for the other enterprise. It helps Oberbroeckling get a true picture of each business’s profit margins.

“Outside of ag, businesses generally expect profit margins of 20 to 30%,” he says. That’s where the trucking business lands. It’s usually more consistent year to year than the farm, as well.

Over the past 15 years, the farm’s profit margin has averaged 10%, but that’s ranged from minus 2% to 30%.

While commercial trucking may sound enticing to farmers with an underutilized semi, Oberbroeckling cautions that it’s a year-round business with demanding labor requirements.

“Farmers generally want to do things ourselves, but you can only build so much of a business by yourself,” he says. In the winter of 2021, Oberbroeckling hired a longtime friend to take over day-to-day responsibilities.

“It’s allowed me to go find more opportunities to grow the business,” he says. Since then, the fleet has more than doubled to 22 trucks logging 2 million miles annually. ➤



COURTESY OF EVAN HELLERUD

> BALE BY BALE

Evan Hellerud grew up on his family's row-crop and beef operation in the Red River Valley, but "the hay and straw have really been my bread and butter," he says. Over the years, he's sold hay as far away as Texas and straw to Churchill Downs, home of the Kentucky Derby.

He returned to Shelly, Minnesota, after finishing business school in 2007 and began baling wheat straw for a neighbor. Then, another offered a crop-share arrangement on alfalfa. Now, he sharecrops alfalfa with three neighbors and cuts straw for five, all within seven miles of his home farm.

By 2014, Hellerud needed more efficiency, so he purchased two Massey Ferguson 3- x 4-foot balers. The big square bales are similarly sized to his previous 3- x 3-foot bales but are twice the weight.

"That's half the bales to handle. One baler can travel faster. It's made a world of difference as far as productivity," he says. Trucks are easier to load, and in the case of straw, which is lighter than hay, Hellerud can now fit 22 tons on a truck instead of 15. "That makes a big difference to me and to the final end user," he says.

His straw is also long-cut, about 1.5 to 2 feet in length. That's because several of his neighbors use conventional combines, which don't grind the straw up like the more common rotary combines do.

Evan Hellerud has sold hay and straw all over the U.S., including to Churchill Downs, home of the Kentucky Derby.



COURTESY OF EVAN HELLERUD



ALEXEY STOP / GETTY IMAGES

While that sometimes made the straw harder to sell, it paid off in 2017 when a broker buying for Churchill Downs called him. It needed long straw and had an outfit that could rebale it into small squares suitable for horses.

"Ultimately, it was my product being used there," he says.

At its peak, Hellerud put up close to 20,000 bales of straw. Now that he runs 1,000 acres of alfalfa, he's baling less straw to manage the equipment and labor crunch that comes during the overlapping cutting.

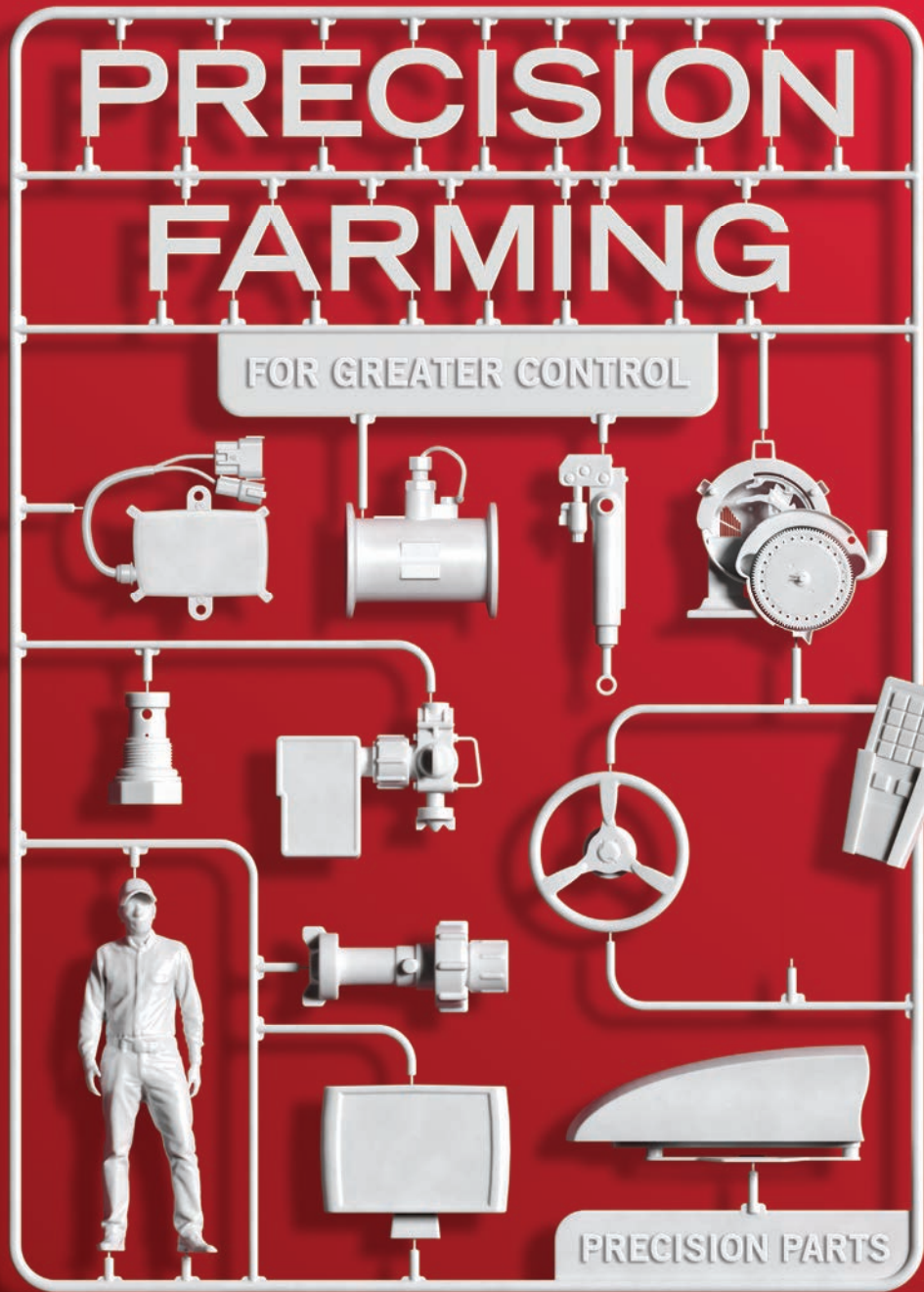
"It's a lot less stressful," he says.

> MENTALITY SHIFT

Ten years of running his own business set Hellerud up to buy the family's row-crop operation in 2017, giving his father more time to focus on his cattle business.

"It was quite a transition to figure out," he says, since the family didn't do much advanced planning. His dad helped him learn how to do the accounting, sell grain, purchase inputs and buy crop insurance after the transition, and he still helps on the operation today. But, Hellerud makes the decisions.

The corn, soybean and wheat operation has grown to 3,600 acres. While there have been tough years on both sides of the business, Hellerud says the haying equipment gives him flexibility to create income in other ways. >



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He once did a custom-baling run in Kansas and South Dakota. Another time, he lent his friend the equipment for a percentage of each bale.

“They don’t make any money sitting in the shed,” Hellerud says.

Recently, he’s shifted his focus from mastering production to mastering the business aspects of farming. He recently attended The Executive Program for Agricultural Producers, better known as TEPAP, and has been working with his uncle, who worked in successful businesses outside of agriculture.

“It’s become blatantly clear to me that the production side of things is 20 or 30% of farming. The business side makes up the rest,” he says. “A lot of farmer mentality is that weather dictates everything, but if you have a good grasp on all facets of the business of farming, the uncontrollable events won’t have near the effect as you think.”

> IDEA IN BLOOM

Leah Pottinger was the nonfarming spouse until last year. Aside from working for a health care company, she’s spent 12 years as a professional photographer.

She’s always loved the orange, yellow and pink sunsets on the hilltop of her husband’s ninth-generation farm, in New Haven, Kentucky, and has dreamed of growing flowers to match the sky. In 2023, she rented 2 acres from her husband and started a flower farm.

Her husband, Quint, used the farm’s drill to plant a mix of wildflowers and clovers on most of the acreage, while she used a one-row, walk-behind planter to seed eight varieties of cut flowers on the rest.

“I thought, ‘Let me see if I can grow some flowers first, and I’ll develop the market after that,’” she says. Later that summer, she was cutting cosmos for a florist. It took her three hours to gather enough flowers for five bundles, which sold for \$10 each.

That’s when she realized she would make more money renting the farm to photographers to take portraits.



LEAH POTTINGER



AMIEE BLASKO

Photographers generally pay a fee to shoot on location. Public parks, for instance, require a permit that’s about \$100, while private venues generally charge \$100 to \$150 per hour.

Leah Pottinger hopes her flower farm brings out the best in people’s portraits while benefiting her community.

“The return on my time is a lot better. For me, that’s a priority,” she says, adding that it takes 20 photo shoots at \$150 an hour to cover her seed and land costs.

She did a few trial runs with local photographers last year and plans to begin marketing in Lexington- and Louisville-based photography Facebook groups. She’s going to stagger plantings and varieties so there are blooms from early summer until late October to extend the season.

Pottinger still plans on growing flowers to cut, but this time, they’ll all be white.

“I grew a lot of color last year, because I love color, but in talking to the florists near me, they all asked if I had anything white” for weddings, she says.

> TOUCH OF TOURISM

Pottinger says the flowers fit in the overall vision of Affinity Farms. The 3,600-acre farm grows corn, wheat, rye and soybeans, with almost all of the grain going to local distillers of Kentucky bourbon.

Value-added production is important, but so is supporting the local economy. The farm hires locally, and the Pottingers believe that small, rural towns are better places to live when they have a variety of businesses.

Last summer, one of the farm’s truck drivers told her that he smiled every time he drove by the flowers.

“I’m bringing joy, and that’s another way to serve our community,” Pottinger adds.

She’s already thinking of ways to bring more people to the farm beyond taking pictures. She’s starting to talk to local businesses about possibly hosting a concert series or painting classes. Maybe they could team up with a local distillery for tours.

But, in the meantime, like most farmers, she’s finalizing her plans for planting, which will start after Derby Day on May 4. ///

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The ABCs

OF BUSINESS OWNERSHIP

When we think of ownership in a business, we tend to focus on financial components—for example, shares of a corporation, partnership units, capital accounts, appraisals or valuations, equity or net worth. Key questions center on one’s capacity to participate in the financial life of the organization. This is the “C” for “capital” in the business ownership equation.

There are two other components of the ownership equation. Both try to get at the less-tangible aspects of ownership and attempt to answer this question: Beyond the money, what makes one a good business partner? The query is relevant whether you are considering family members or key employees as new owners in your company.

The two additional criteria are “A” for “Attitude” and “B” for “Behavior.” You’ve probably already considered a prospective owner’s knowledge, skills, background and trustworthiness. These additional characteristics go a bit deeper.

“A” for Attitude

As you consider future partners, how would you characterize their attitude? Do they approach their work with enthusiasm? Are they fully engaged? Are they generally excited about the future? Do they see the glass as half full or half empty? Many business owners would take a partner with the right attitude over other factors such as education or experience.

Similarly, how do they respond to challenges or setbacks? Are they able to rebound from adversity and learn from their mistakes? Or, when challenged, do they become shrouded in a bad mood that brings everyone down? When the going gets tough, you want partners with a good attitude about the future. Will the way they approach opportunities, especially problems, enhance your partnership?

“B” for Behavior

Another consideration is how a potential partner behaves. The distinction here is not whether their behavior is good or bad, as it is easy to rule out

a potential partner who exhibits poor behavioral choices. Instead, think of behaviors you hope a partner will demonstrate.

For example, one behavior involves taking responsibility for broader opportunities or challenges in the business. Early in

my career, I saw a chance to hire someone else in our company who I thought would be a good fit. While it didn’t work out, I’ll never forget the CEO thanking me for “acting like an owner” in trying to bring value to the company outside of my division.

Another behavior is whether a prospective owner acts sacrificially. Will that person give up something in the short term if it helps the organization? It might be pay or time or a chance to do an easier task or job. He or she gets the idea that some pain now can pay off in the long run.

Yet another behavioral characteristic is what I call “low drama.” These people don’t get upset easily, they approach problems rationally, they limit their complaints and don’t gossip, and they offer solutions along with identifying problems. Finally, they think long term and can articulate “second order” effects, where they consider the future implications of a decision, not just the immediate consequences.

To sum it up, both attitude and behavior are captured in the idea of “psychological ownership.” The way potential partners express their outlook and how they act in the business shows they already think and behave as an owner long before they have made a financial investment.

“C” for Capital and Consideration

Attitude and behavior might be harder to quantify than capital, but they are just as important as the financial resources an owner brings to the table. All together, these three components offer a multilayered approach to considering new owners in your family company. ///



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Evaluate Bulls For Breeding Soundness



Q Do I need to semen-check my bull every year even though he is in good shape and seems healthy?

A **DR. McMILLAN:** I firmly believe every bull should have a Breeding Soundness Exam (BSE) done before every breeding season. A BSE is much more than a “semen check.” It is done by a veterinarian and includes a physical assessment of the bull. That assessment includes a measurement and examination of the testicles, and an evaluation of the penis and all accessory sex organs, as well as an evaluation of semen motility and morphology (normal versus abnormal shape).

Even if your bull has been getting cows bred, he should be semen-checked each year.

JENNIFER CARRICO

I have addressed this in past columns and noted that in my career, I’ve identified several completely sterile bulls. Unfortunately, in one case, we identified the infertile bull after we found more than 30 open cows at the end of the breeding season. He had passed a “semen check” but was unable to extend his penis.

The more common scenario is the subfertile bull. These bulls will get some cows pregnant but not as many as a bull that has passed a BSE. How much are just two or three more calves worth at weaning? The other silent thief is that many of these calves will be born later in the calving season. This can impact weaning weights from just a few pounds to over 100 pounds in a 60-day calving season.

I also tell my clients when I “pass” a bull, it’s not the end of the BSE. A bull can “go bad” at any time from disease or injury.

The second phase of the BSE falls to the producer. Watch the bull closely to make sure he can and will breed cows. Libido is not assessed in a BSE, and penile

Email Dr. Ken McMillan at vet@progressivefarmer.com



deviations also are not always noted. Lots of cows returning to heat 18 to 24 days after a heat is also a red flag that must be addressed immediately.

Putting a bull in without a BSE is like playing Russian roulette. Please don’t take that chance.

Q What timeline should I have for giving heifers prebreeding shots before artificial inseminating or turning them in with a bull?

A **DR. McMILLAN:** I recommend at least two rounds of vaccines ideally prior to weaning. I like to use modified live virus (MLV) vaccines for infectious bovine rhinotracheitis (IBR), bovine viral diarrhea (BVD), parainfluenza type 3 (PI3) and bovine respiratory syncytial virus (BRSV) since they are less expensive than “killed” products and usually produce the highest levels of immunity. I recommend using a vaccine that also includes a five-way leptospirosis component in most cases. A seven-way clostridial vaccine is essential.

At about 12 months, I like to repeat all these vaccines, including a clostridial vaccine, but they should be given at least a month prior to artificial insemination (AI) or turning them in with a bull. MLV IBR vaccine can affect the viability of the developing egg and decrease fertility. This is not a concern with “killed” products, and there are several very effective killed products if your timeline does not allow for use of MLV vaccines. In all cases, these vaccines should include five-way leptospirosis.

In some herds, other vaccines for Mannheimia haemolytica, Pasteurella multocida and Mycoplasma bovis may be helpful in reducing these often severe respiratory diseases. Some herds will benefit from vaccination for Campylobacter fetus (vibrio). This is often combined with the IBR, BVD and PI3 BRSV vaccines, or as a stand-alone product (Vibrin).

While we are on this subject, I do not generally recommend giving clostridial boosters to adult cows in our area. Because of the timeline in getting adult cows calved out and vaccinated prior to AI or turning out the bull, I often recommend using killed vaccines in this group. If heifers have received three rounds of MLV vaccines, the best of the killed vaccines are very effective in boosting immunity. ///

Please contact your veterinarian with questions pertaining to the health of your herd. Every operation is unique, and the information in this column does not pertain to all situations. This is not intended as medical advice but is purely for informational purposes.

These are only my thoughts and general guidelines. Please get with your veterinarian and together develop the best program for your herd.

Scientific Discovery Stuns Doctors

Biblical Bush Relieves Joint Discomfort in as Little as 5 Days

Legendary “special herb” gives new life to old joints without clobbering you. So safe you can take it every day without worry.

According to the Centers for Disease Control and Prevention, more than 54 million Americans are suffering from joint discomfort.

This epidemic rise in aching joints has led to a search for alternative treatments—as many sufferers want relief without the harmful side effects of conventional “solutions.”

Leading the way from nature’s pharmacy is the new “King of Oils” that pioneering Florida MD and anti-aging specialist Dr. Al Sears calls “the most significant breakthrough I’ve ever found for easing joint discomfort.”

Biblical scholars treasured this “holy oil.” Ancient healers valued it more than gold for its medicinal properties. Marco Polo prized it as he blazed the Silk Road. And Ayurvedic practitioners, to this day, rely on it for healing and detoxification.

Yet what really caught Dr. Sears’ attention is how modern medical findings now prove this “King of Oils” can powerfully...

Deactivate 400 Agony-Causing Genes

If you want genuine, long-lasting relief for joint discomfort, you must address inflammation. Too much inflammation will wreak havoc on joints, break down cartilage and cause unending discomfort. This is why so many natural joint relief solutions try to stop one of the main inflammatory genes called COX-2.

But the truth is, there are hundreds of agony-causing genes like COX-2, 5-LOX, iNOS, TNK, Interleukin 1,6,8 and many more—and stopping just one of them won’t give you all the relief you need.

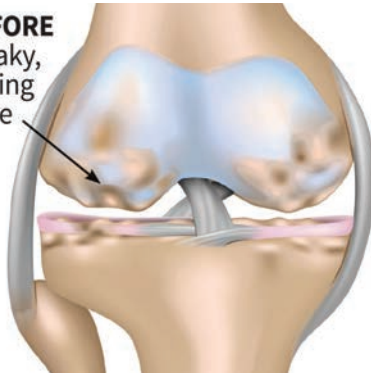
Doctors and scientists now confirm the “King of Oils”—Indian Frankincense—deactivates not one but 400 agony-causing genes. It does so by shutting down the inflammation command center called Nuclear Factor Kappa Beta.

NK-Kappa B is like a switch that can turn 400 inflammatory genes “on” or “off.” A study in Journal of Food Lipids reports that Indian Frankincense powerfully deactivates NF-Kappa B. This journal adds that Indian Frankincense is “so powerful it shuts down the pathway triggering aching joints.”

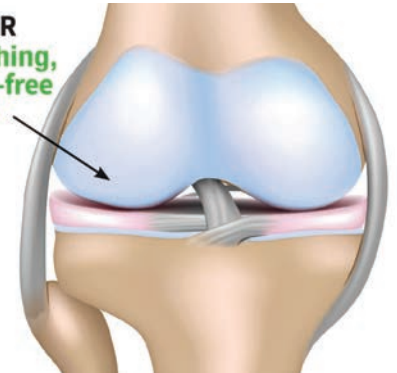
Relief That’s 10 Times Faster... and in Just 5 Days

Many joint sufferers prefer natural solutions but say they work too slowly. Take the best-seller glucosamine. Good as it is, the National

BEFORE
Creaky,
aching
knee



AFTER
Soothing,
ache-free
knee



The active ingredient in Mobilify soothes aching joints in as little as 5 days

Institutes of Health reports that glucosamine takes as long as eight weeks to work.

Yet in a study published in the International Journal of Medical Sciences, 60 patients with stiff knees took 100 mg of Indian Frankincense or a placebo daily for 30 days. Remarkably, Indian Frankincense “significantly improved joint function and relieved discomfort in as early as five days.” That’s relief that is 10 times faster than glucosamine.

78% Better Relief Than the Most Popular Joint Solution

In another study, people suffering from discomfort took a formula containing Indian Frankincense and another natural substance or a popular man-made joint solution every day for 12 weeks.

The results? Stunning! At the end of the study, 64% of those taking the Indian Frankincense formula saw their joint discomfort go from moderate or severe to mild or no discomfort. Only 28% of those taking the placebo got the relief they wanted. So Indian Frankincense delivered relief at a 78% better clip than the popular man-made formula.

In addition, in a randomized, double blind, placebo controlled study, patients suffering from knee discomfort took Indian Frankincense or a placebo daily for eight weeks. Then the groups switched and got the opposite intervention. Every one of the patients taking Indian Frankincense got relief. That’s a 100% success rate—numbers unseen by typical solutions.

In addition, BMJ (formerly the British Medical Journal) reports that Indian Frankincense is safe for joint relief — so safe and natural you

can take it every day.

Because of clinically proven results like this, Dr. Sears has made Indian Frankincense the centerpiece of a new natural joint relief formula called **Mobilify**.

Great Results for Knees, Hips, Shoulders and Joints

Joni D. says, “**Mobilify** really helps with soreness, stiffness and mild temporary pain. The day after taking it, I was completely back to normal—so fast.” Shirley M. adds, “Two weeks after taking **Mobilify**, I had no knee discomfort and could go up and down the staircase.” Larry M. says, “After a week and a half of taking **Mobilify**, the discomfort, stiffness and minor aches went away... it’s almost like being reborn.” And avid golfer Dennis H. says, “I can attest to **Mobilify** easing discomfort to enable me to pursue my golfing days. Definitely one pill that works for me out of the many I have tried.”

How to Get Mobilify

To secure the hot, new **Mobilify** formula, buyers should contact the Sears Health Hotline at **1-800-675-0473** TODAY. “It’s not available in retail stores yet,” says Dr. Sears. “The Hotline allows us to ship directly to the customer.” Dr. Sears feels so strongly about **Mobilify**, all orders are backed by a 100% money-back guarantee. “Just send me back the bottle and any unused product within 90 days from purchase date, and I’ll send you all your money back.”

Use Promo Code **PFMB424** when you call to secure your supply of **Mobilify**. Lines are frequently busy and due to heightened demand, supplies are limited. To secure your supply today, call **1-800-675-0473**.

Tractor Always Dies

I have a Ford 2000 gas tractor that dies after it runs about 20 minutes. I changed it over to an electronic ignition, and I thought that would solve my problem. However, it still dies after running a while. I have had the carb rebuilt, and that did not help. It seems that changing the carburetor settings doesn't make any difference—it still dies. Could I have a bad electronic ignition?



Steve: I feel like you have a bad ignition coil. More than likely, your tractor had this problem, and that is why you converted to an electronic ignition. However, you are still having a problem with your coil breaking down from heat. I recommend the coil offered with most electronic ignition kits that I have purchased and installed. When the electronic ignition is teamed up with this electronic ignition coil, the voltage produced will be 40,000 volts. The coil will have internal resistance, so you will not have to worry about a resistor in the coil wire. This coil should be available in the catalog beside the ignition kit you purchased.

Lots and Lots of Parts

I have a John Deere 3032E tractor that has a leak from the pan gasket to the block. I have studied this leak for a while and finally decided to fix it myself. I have worked on a lot of old tractors but not so many newer compact tractors. I thought I could just drop the pan and replace the gasket, but I found out that this tractor is not made that way. I realized I had to remove the front-wheel drive and drive shaft, and then remove the frame that the front-wheel drive is attached to. This includes all of the pieces up front—radiator, hydraulic oil cooler, battery cables, wiring—a lot of stuff. Next, the 20 or so cap screws that secure the frame to the oil pan. Then, a basket of oil pan bolts. Finally, don't forget the two long studs that have nuts on them that go through the center casting into the bottom of the oil pan. Is there a better way to fix this leak? Maybe a spray can of front-wheel drive?



Have a mechanical problem you can't resolve? Email Steve Thompson at mechanic@progressivefarmer.com

Please include your contact information and phone number.

Steve: Yes sir, it is almost like Deere uses the oil pan on this tractor as part of the structural design of this little beast of a compact tractor. You did everything exactly right to fix your oil pan leak. Without the proper stands, it is not a safe fix. I hope you have a big shop to scatter the tractor and all the different-sized metric bolts and nuts. One tip on this fix: I have found it's a good idea to tighten the bottom two stud nuts first. This allows the back of the oil pan to seal the area around the rear engine oil seal and the oil pan. At least you did not have to spend a lot of money on parts—one tube of gasket maker will do.

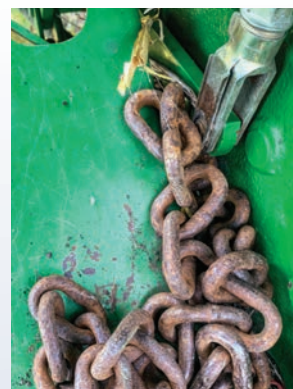
Tachometer Malfunction

I have a John Deere 4600 tractor, and the dash tachometer suddenly stopped working. Do you know if it has its own fuse? Where does it get its power?

Steve: The tachometer on this tractor gets its feed from the alternator. I bet if you check your alternator, it's no longer charging, which will shut down the tachometer. The voltage in your battery with the engine running will be around 14 volts. If the alternator is charging, the problem is probably in the cluster, which is the complete dash. However, you could have a wiring problem in the wiring harness from the alternator to the cluster. ///

SAFETY TIP

I know it's easy to throw a chain on the running board of a tractor, but that can pose a problem if it gets between the clutch pedal and the transmission housing. The other day, I fed the cows a roll of hay, and when I got ready to stop the tractor beside the barn, the pedal got hard, and the tractor did not completely stop. I slammed on the brakes and killed the tractor. The chain I was carrying got jammed between the pedal and the transmission housing, not allowing the clutch to release. I guess there is no end to safety hazards around the farm.



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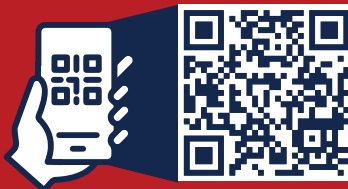
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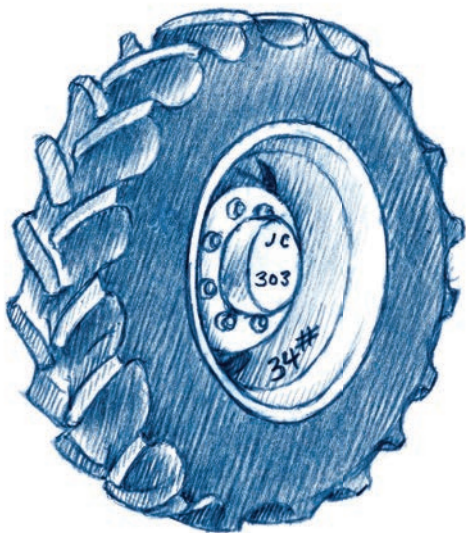
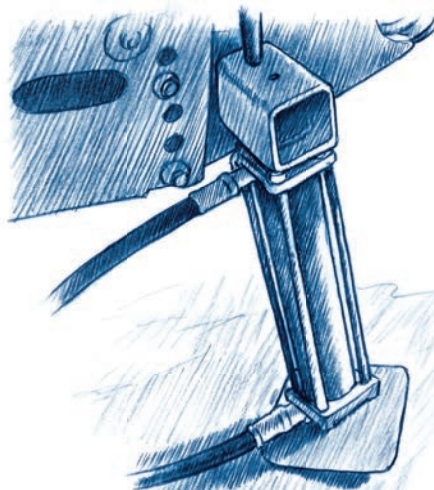
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Handy Devices

Easy-to-build ideas make your work easier.

LIFT THE HITCH

Neal McCleary, Elkton, Maryland, finds it difficult to match the tongue of his equipment to the tractor hitch. To do that, he acquired a spare 8-inch hydraulic cylinder. He welded a 6- x 6-inch plate to the shaft end of the cylinder. To the top, he welded a short length of 2- x 2-inch box beam. Next, he welded a slightly smaller diameter box beam to the side of the tongue. McCleary drilled two holes for pins to secure the connection between the cylinder and piece of machinery. Then, with the hydraulic cylinder raising or lowering the tongue, he quickly connects the piece of machinery to his tractor.

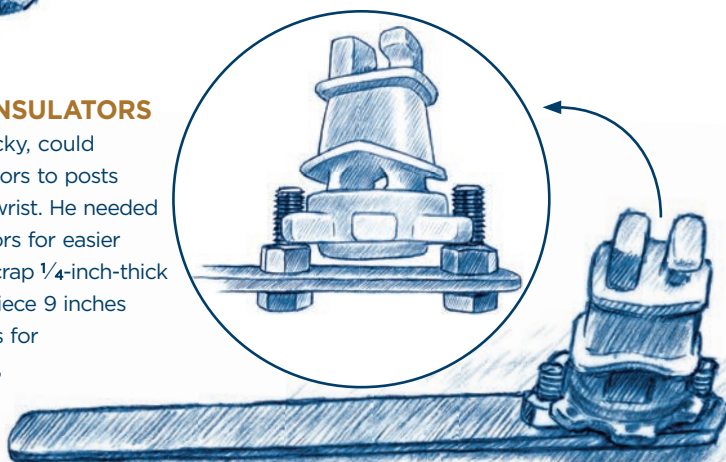


MAKE AIR PRESSURE MARKS

Martin Dawson, Belt, Montana, uses a permanent marker to write the correct air pressure needed for his equipment tires. Dawson also writes with the marker the proper oil required by his machinery's various filler plugs and caps.

TIGHTEN INSULATORS

Randy Wayne, Campbellsville, Kentucky, could no longer tighten electric fence insulators to posts because of arthritis in his fingers and wrist. He needed something that would grip the insulators for easier tightening. He found his answer in a scrap 1/4-inch-thick piece of aluminum. From it, he cut a piece 9 inches long and 3/4 inch wide. He drilled holes for 5/16-inch x 1-inch bolts. Once tightened, the bolts fit snugly between the ears of insulators, allowing him to tighten any loose insulators he finds.



CASH FOR YOUR IDEAS: Share with us your project ideas, and we'll pay you \$400 upon publication. To submit a Handy Device, please send a complete explanation of your idea and clear photographs or detailed drawings. We'd like to see a video, too, but that's optional. If you've published your idea on social media (Twitter, Instagram, Facebook), send us the link. With each entry, include your name, address and telephone number. Send Handy Device entries to: dan.miller@dtn.com. Sorry, but we cannot acknowledge submissions or return photographs, drawings or documentation.

Breakthrough From #1 U.S. Hospital Clears up Sinus and Nasal Problems - Fast!

New discovery targets infected throat mucus - to stop post nasal drip, congestion, runny noses, coughing, sneezing, ringing ears, and sore throats

By Wayne B. Roberts

Associated Health Press

Doctors at a medical center based in Minnesota have discovered the real cause of nearly all sinus and nasal infections. They were shocked to find it is infectious fungi you inhale through your nose.

Now, a breakthrough 100% natural formula, **Sinuprol**, can help get rid of chronic sinus infection, called "sinusitis" – an insidious condition that can lead to blood clots and brain infection, causing abscesses, meningitis, and even death!

The sinus infection can also spread to your facial bones, triggering headaches, fever, and swelling in the eye socket -- which in some cases can cause loss of vision.

How Sinuprol works

Sinuprol is the FIRST nasal treatment that can quickly flush infected mucus from your nose -- without surgery.

Antibiotics, antihistamines, and steroid-containing nasal sprays are no help in fighting sinus infection. In fact, over-the-counter decongestant sprays can actually harm the small hairs lining your nose, causing mucus to build up even more.

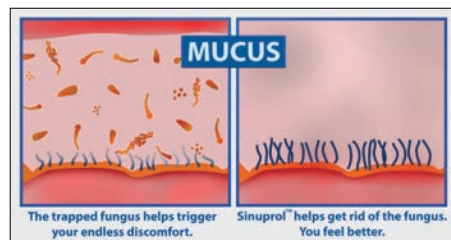
The result? Only Sinuprol can dry up runny noses, end constant coughing, and unclog your swollen nasal channels – safely, swiftly, and effectively.

"Up to now, the cause of chronic sinusitis has not been known," says Dr. David Sherris, ENT. "In fact, fungus is likely the cause of nearly all these problems."

Dr. Gary Bennett, MD says, "The root cause of fungal sinus infections is the exposure to fungus and mold spores in the air. Once inhaled, the fungi can become lodged in the mucosal lining of the sinuses."

Fungi triggers 96% of sinus problems

Top doctors have found that chronic sinus infection is caused by inhaling 40 different



types of infectious fungus in the air you breathe. The proof? In a study of 210 people with sinus infections, 96% of them had fungus in their mucus.

Did you know you take approximately 24,000 breaths daily, inhaling 90 percent of the infection-causing fungi in your body through your nose? Or that insulation with poor ventilation, plus indoor mold and air pollutants, have triggered a plague of sinus and nasal problems affecting millions?

How? These harmful fungi hide in your throat, where they infect your mucus, causing your nasal passages to swell up.

Result: Congestion, dripping mucus, runny nose, endless sneezing, constant coughing, ringing in your ears, sore throat, and tenderness of the face. No wonder millions of sinus sufferers are now rejoicing about this new solution!

The natural alternative to nasal sprays

Sinuprol is a unique drug-free formulation made from all-natural ingredients. These include *Urtica Dioica*, *Pinus Maritima*, *Petasites Hybridus*, and other herbs clinically proven to fight fungal infection.

For instance, a clinical study published in the *Journal Phytotherapy Research* found that *pinus maritima* extract reduced nasal symptoms by 42% in just 8 weeks. In addition, Sinuprol also supports your upper respiratory system, so that you breathe more freely.

Dries up runny noses

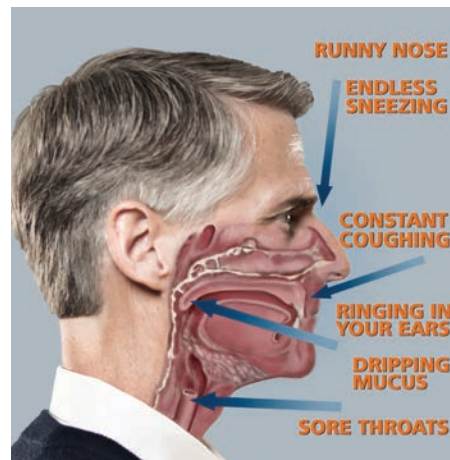
A stuffed-up nose may be just a cold. Or, it may be something far worse: a sinus infection, otherwise known as "sinusitis."

According to the Center for Disease Control (CDC), about 37 million Americans suffer from sinusitis. Sinus infections are responsible for 16 million doctor visits and \$150 million annually spent on prescription medications.

Helps with allergies, too.

"Allergic rhinitis" is a chronic nose cold sparked by an allergy attack. Sinuprol can help end the sneezing, watery eyes, and congestion caused by allergic rhinitis. How? By blocking and sweeping out dust, mold, pollen, fungus, and animal hair before they cause bigger problems.

In a study appearing in *Advances in Therapy*, 580 patients took 16 mg of butterbur leaf extract, an active ingredient in Sinuprol, daily for 2 weeks. The symptoms of allergic rhinitis, which included sneezing and congestion, improved in 90% of the participants.



STUNNING RESEARCH SHOWS that 38 different kinds of harmful fungus may be hidden in your mucus, causing sinus nightmares. Now a new doctor approved treatment dissolves infected mucus to help you breathe easier.

Keeps your nose fungus-free

Having sinus infection is not the norm: The National Institutes of Health reports that "healthy sinuses contain no bacteria or other germs. Mucus is able to drain out and air is able to circulate."

Whether your sinus discomfort is the result of an allergy, a fungus, virus, or from a bacterial infection, Sinuprol can help drain away infected mucus. The formula is manufactured in an FDA- registered facility. And no prescription is required.

50% OFF FOR THE NEXT 10 DAYS

I'm proud to say that this is the official release of NeuroFlo for Progressive Farmer readers. Therefore, everyone who calls within the next 10 days will receive 50% OFF their first order. A toll-free hotline number has been set up for local readers to call for this 50% OFF savings. The number will be open starting at 7:00 am today and only for the next 10 days.

Sinuprol is GUARANTEED to work great for you – or you PAY NOTHING with a 90-day unconditional money-back guarantee. It is NOT sold in stores or online. No prescription or doctor visit is required.

If Sinuprol does not rapidly clear up your sinus and nasal symptoms... or you are dissatisfied for any other reason (or for no reason at all)... just return the unused portion or even the empty bottles for a prompt product refund. That way, you risk nothing.

All you have to do is CALL TOLL-FREE 1-855-302-8577 and provide the operator with the special 50% OFF discount approval code: **SNP142**.

Important: Due to Sinuprol's popularity and recent media exposure on ABC, CBS and FOX NEWS, phone lines are often busy. If you call and do not get through immediately, please be patient and call back. Those who miss the 10-day deadline for 50% OFF will have to pay more for Sinuprol.



Lessons Teach Profitable Practices

Cattlemen learn how to improve their herds by enrolling in program.

When husband and wife team Cole and Caroline Frey came back to the family operation in 2019, they jumped into learning all the enterprises: cattle, crawfish, soybeans, sugarcane and rice. However, Cole's father, Matt, challenged him to take the cattle operation to the next level. Cole didn't hesitate. "I jumped on the Master Cattleman program to get every little piece of information I could get my hands on."

The commercial cattle operation is a relatively new enterprise at Four Oaks Farm, Morganza, Louisiana. Matt started saving back Brangus-type heifers from their roping stock in 2017 and breeding them. "That gave me an opportunity to build equity without purchasing land," he says.

Now, they're up to around 400 cows and heifers. Along with Cole and Caroline, Matt wasn't shy about signing up for the Louisiana State University (LSU) AgCenter Master Cattleman Program, either. He's now completed both the basic and advanced programs.

Between ideas they've gleaned from the Master Cattleman Program and those picked up on their own, here are some of the practices they're using to reach that next level.

> ROTATE PASTURES

Cole doesn't hesitate when asked about the No. 1 practice he learned from the Master Cattleman classes. "Rotational grazing. It enhances grass growth and productivity. If they're on a pasture all the time, they eat it to the ground. There is no chance for the grass to come back."

Dennis Hancock, center director for the USDA-ARS U.S. Dairy Forage Research Center, Madison, Wisconsin, agrees. "Grass grows grass. Rest periods allow plants to produce new leaves which collect energy, transform it into sugars and store these sugars so that more leaves can be produced the next grazing cycle. Not only is regrowth potential improved, but root depth and stand life are improved, as well."

The Freys are on a daily rotation for both their warm-season grasses of bermudagrass and bahiagrass, and cool-season ryegrass. That translates into a three-week rest period for most of the pastures. "The pasture we rotate the cattle off of is kicking by the time we get back to it; it's 8 to 10 inches tall," Cole says.

Matt adds, "Being able to grow ryegrass is one of our advantages. We bale the extra."

"Planting ryegrass is a heck of a lot cheaper than tubs or cubes," he continues. "We learned that from Master Cattleman."

Matt also says if they went to purchased supplemental feed, they'd need troughs and have to go in with a tractor to feed the herd. Most of their pasture ground is almost impassable in the winter when it's wet.



▶ Cole Frey, his wife, Caroline, and Cole's father, Matt Frey, all benefited from the Louisiana State University AgCenter Master Cattleman Program.

> TIGHTER CALVING SEASON

There's work still to be done, but Cole says most females now calve in four months. "We're tightening and culling. I'd like to have it to 90 days."

He's targeting October, November and December for their shortened season. That coincides with ryegrass growth, which they plant in October and November, and is usually ready to graze by mid-December. "Then the calves can start eating the ryegrass and growing,"

he says. Marketing is another payoff. With a shortened season, the Freys can sell more uniform truckload lots of cattle, upping the price per pound.

“We can do a better job managing everything we do with our cattle,” says Pedro Fontes, University of Georgia (UGA) animal scientist. “The nutritional needs of cows in peak lactation are greater than those of dry cows in the last third of pregnancy. If you can manage them as a group, you can save money on feed. Also, when you’re deworming or vaccinating, it is easier if the cows are in the same place in the production cycle, and the calves are the same age.”

He recommends doing it gradually, which can take three to six years. If you want to shorten your breeding and calving seasons, Fontes says UGA has a spreadsheet to help you determine when to put bulls in with the cows and take them out.

> KEEP GOOD RECORDS

Among the many recordkeeping tasks CattleMax performs for Caroline Frey, keeping track of which animals are in which pasture is one of the main ones. “We have a lot of pastures, and there are a lot of hands in the pot. It is amazing how lost you can get without good

records.” If Cole or Matt move a cow or bull, he can either write it down by hand or put it in his phone, then Caroline scans it and downloads it to CattleMax.

She has also built a spreadsheet to keep track of how many steers and heifers they ship each year, as well as total pounds, so the three of them can look back and compare. “Keeping good records is really important if you want to know how your operation is doing,” she explains.

> LOW-STRESS HANDLING

“We already knew how to do that, and we’re good at it,” Matt says. “It is patience.”

“Working with cattle is similar to working with horses,” Cole adds.

“If you’re putting a bull on the trailer, give him time,” Matt continues. “If you think you’re going to push him into the trailer, you ain’t gonna do it.”

The same low-stress philosophy works for cows and calves. “We worked 200 head and were through by 10 a.m.,” Matt says.

> GENETIC TEST REPLACEMENT HEIFERS

Though the Freys hold back some of their own heifers, they purchase most replacements. “It is cheaper to buy >

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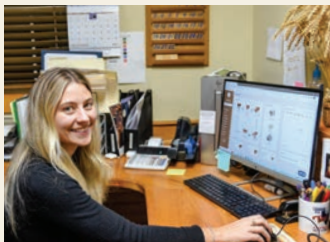
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Cole Frey (top) has been a lifelong horseman just like his dad. They prefer to move their cattle with horses.

Caroline Frey (above) uses CattleMax to keep records on the family's cow/calf operation.

a 600- to 700-pound heifer,” Cole explains. “It takes feed and a lot of trouble to raise your own, plus, we don’t have the facilities.”

To hedge their bets, they started doing a Neogen Igenity test designed specifically for crossbred replacement heifers. It evaluates the genetic merit of heifers for maternal, performance and carcass traits. Even at the listed \$29 per head, Cole considers it a good investment. “If we wait ’til she calves out, she might have a dumpy calf, and we’ve wasted two years.”

> LISTEN TO MARKET SIGNALS

This breeding season, the Freys are using Angus, Brangus, Charolais and Hereford bulls in mostly a terminal cross. However, they’re leaning toward using more Angus bulls. “We get a premium for black-hided calves,” Cole says. “We’re trying to work up to Certified Angus Beef.”

Along with producing quality black-hided calves, Cole says they also emphasize growth when selecting bulls. “At the end of the day, we’re selling

pounds. We want a low to moderate birthweight and a high weaning weight and yearling weight.”

> THE FUTURE

“If a pasture comes up, we’d love to grow,” Matt says. “Most of our pasture is rented.” They’d also like to explore retained ownership.

“We want to get more involved with the local cattle community,” Cole adds. Most of all, though, he wants to keep going up the levels. “We want to sell a quality product, the healthiest, heaviest and most consistent, every year.” ///

For More Information

CattleMax Cattle Management
www.cattlemax.com

Neogen Igenity
www.neogen.com

University of Georgia calculator for shortening breeding and calving seasons
<https://tinyurl.com/3rvsnppp>

Learning, Louisiana Style

Matt, Cole and Caroline Frey’s participation in the Louisiana State University (LSU) AgCenter Master Cattleman Program is music to the ears of LSU Extension beef specialist Ashley Edwards. “I love it,” she says. While the program, mirrored after those in other states, started in 2004 before Edwards went to LSU, she says it meets the goals of her predecessors. “They were trying to meet the educational needs for our producers.”

Mission accomplished. Proof is the 1,500 producers who have gone through the 10-night, 10-subject learning experience.

The topics are as diverse as recordkeeping and reproduction, and are held at five locations around the state. Edwards, who teaches the reproduction section, says the biggest challenge is one she welcomes. “From a teaching standpoint, it is hard to cram a semester’s worth of information into a three-hour class.”

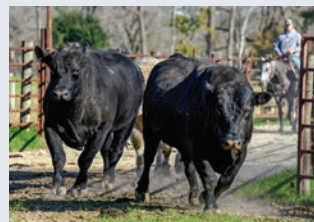
Participants also get Beef Quality Assurance certification through the National Cattlemen’s Beef Association if they complete eight of the 10 classes.

The popularity and diversity of the participants inspired the Extension Service to expand into a beginner Master

Cattleman Program, held on odd years, and an advanced Master Cattleman Program, held on even years.

Matt Frey, who has taken both the basic Master Cattleman and the advanced program, says, “I just liked the common sense of it all. They taught the fundamentals. It was very, very good for us. All the information is relevant, and you can practice it and make money.”

To find out if your state offers a similar program, contact your local county Extension agent or your state cattlemen’s association.



For More Information:

Louisiana State University AgCenter
Master Cattleman Program
<https://tinyurl.com/dz3rwsch>



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U.S. Beef Exports Show Strength

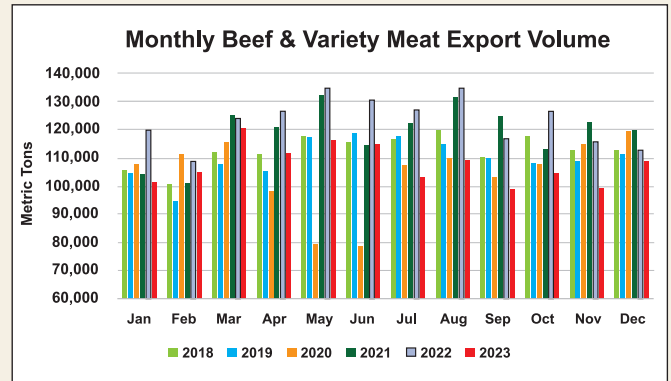
Industry faces headwinds in 2024 that could slow demand.

U.S. beef exports in 2023 remained strong, even though they don't match the best-ever levels of 2022.

“Beef exports have been down from the record numbers a year ago, but the parts we are exporting is adding value to the beef carcasses,” says John Hinners, senior vice president of industry relations for the U.S. Meat Export Federation (USMEF). “The variety meats which aren't consumed much in the U.S. have value in other countries.”

While 2023 beef exports were below the record totals for the previous year, December exports were the largest since August, and December export value increased 10% year over year. Nearly 14% of U.S. beef products are sent out of the country, including mostly tripe, tongue, heart and kidney. The top five importers are Japan, China, Taiwan, South Korea and Canada.

High-quality cuts of U.S. beef are sold in Mexico for a premium. Mexico is also a market for variety meats that are not consumed in high amounts in America, thus adding value to the U.S. beef carcasses. U.S. MEAT EXPORT FEDERATION



Beef exports in 2023 totaled 1.29 million metric tons, down 12% from the 2022 record. Export value fell 15% to just under \$10 billion, still the third highest annual value for beef exports.

U.S. beef exports continue to be strong even though they are down from record highs in 2022. U.S. MEAT EXPORT FEDERATION

“There is no question that 2023 was a challenging year for U.S. beef exports, especially in our largest Asian markets where economic conditions have weighed on food service demand,” USMEF President and CEO Dan Halstrom says. “Of course, we were also challenged on the supply side, with less product available for export. Nevertheless, U.S. beef achieved excellent growth in Mexico, Central America and the Caribbean, and we are encouraged by the December uptick in demand in South Korea and China. It was also great to see such strong per-head export value in December, topping \$430.”

> GROWTH IN KEY MARKETS

Hinners says 2022 beef exports were supported by a strong dollar and significant demand by international consumers who desire a quality product. This has continued to fuel beef demand growth from top importing countries.

Mexico saw demand for U.S. beef continue to strengthen at the end of 2023, with retail and food service shipments increasing 14%, the highest since 2019. Value surged 23% to \$1.19 billion, the second highest value on record.

Mexico is an outstanding market for beef muscle cuts, especially those derived from the round and chuck. It's also the leading volume destination for U.S. beef variety meat. In 2023, variety meat



exports increased 16% year over year to 109,084 metric tons (mt), while value increased 19% to \$318 million.

December beef exports to leading market South Korea remained lower than a year ago in volume at 23,327 mt, down 4%. However, export value climbed to the highest in 18 months to \$220.6 million. For 2023, exports to Korea fell 16% below the 2022 record but still reached \$2.13 billion. That marks the third consecutive year exports topped \$2 billion. The U.S. imports to South Korea captured a record 68% of their total imports in 2023.

Year-end beef exports to China also showed renewed momentum, with export value increasing 19% from a year ago to \$126 million, the highest since September. For all of 2023, exports to China declined 22% to 189,191 mt, valued at \$1.6 billion (down 25%). The news was more encouraging in Hong Kong, where business travel and tourism continue to rebound from the impact of prolonged COVID-related restrictions. In 2023, beef exports to Hong Kong increased 14% year over year, valued at \$415 million.

The 2023 average value per head of fed cattle was \$397.04 per head, down 11% from the record level of \$448.57 in 2022. Exports accounted for 14% of total beef

production and 11.7% for muscle cuts. That's down from the record 15.2 and 13%, respectively, in 2022.

> HEADWINDS AHEAD

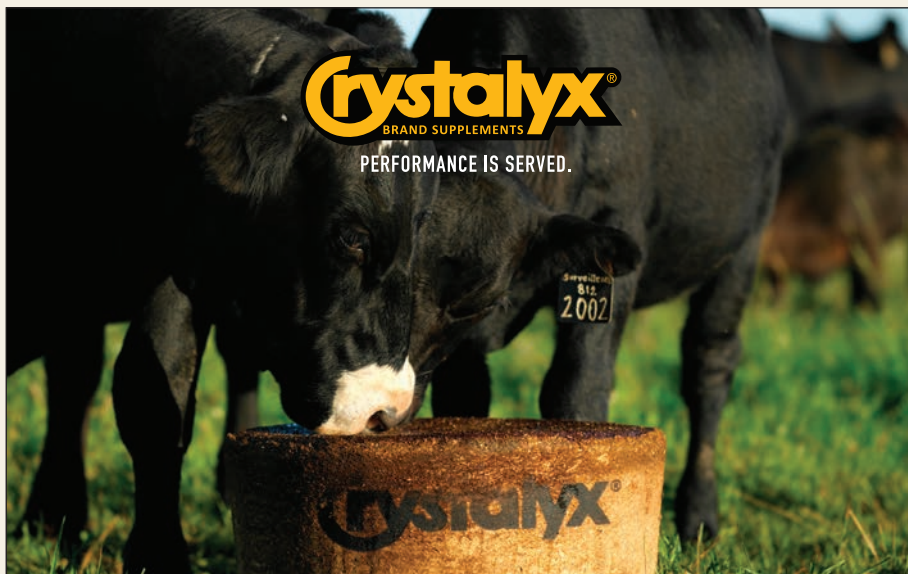
Hinners says 2024 will have challenges starting with the

smallest U.S. cow herd in 50 years. Exports are expected to remain strong, but domestic demand will need to be met first since supplies will be lower.

The demand for global proteins continues to be strong, but the price pressure could direct some markets to other proteins. By the end of 2023, U.S. pork exports were up 10% from a year ago, the largest since May 2021. Export values increased 11% to \$765.8 million, which was also the highest since May 2021.

"2023 saw tremendous growth in global demand for U.S. pork, and it came at a time when the U.S. industry needed it most," Halstrom says. "The expansion of U.S. pork's presence in Mexico has been remarkable, but

the great news certainly doesn't end there. We are very encouraged by the robust demand we've seen throughout the Western Hemisphere and in a number of Asia-Pacific markets, as well." ///



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Humble Seeds, Powerful Pedigrees

As global conditions such as extreme weather and wars threaten food security, seed genetic researchers aim to deliver sustainable and profitable solutions for corn and soybean growers.

The fundamentals of crop breeding—create new genetic combinations, evaluate, select and advance through generations—haven't changed. What's new are technologies applied at every step. Molecular breeding, artificial intelligence (AI), robust computational tools, drones and sensors allow geneticists and breeders to examine hundreds of traits and genomic data simultaneously to push forward only the best germplasm before any seeds hit the soil.

Breeders continue to cut product development time, but future advances with gene-editing tools such as CRISPR will shave more time off the current six- to eight-year development cycle. And, with the average product life cycle around three years, quicker grower adoption of new varieties and hybrids will benefit both the farm and the breeder.

These gene-by-gene breeding advancements are critical in improving farm sustainability by building better products that reduce growing-season risks.

Here's a look at how four of the largest corn and soybean breeding companies are building desired germplasm, testing seed and delivering it to you.

> BASF

For the Xitavo Enlist E3 soybean portfolio, BASF plant breeders use advanced breeding technology such as DNA fingerprinting and predictive breeding models to assess the genetic potential of a single plant very early in the development phase.

“We spend more time than most in precommercial plots combing through the experimental varieties to identify candidates,” says Monty Malone, soybean variety development lead for BASF. “We rely on an extensive trial network of breeding locations and input from our agronomic services team to bring the best genetics forward.”

To produce the seed, BASF's Midwest soybean production manager Terry Garner says it's different from commercial soybean production. “We have a higher focus on pest management, crop rotation, soil temperature at planting, equipment cleaning and seed storage—working closely with our seed growers to achieve a reliable supply of quality seed to meet our customers' needs,” he says.

Variety performance data, including yield, appearance, agronomic characteristics, disease and pest tolerances, herbicide tolerances, harvestability and more is thoroughly analyzed during and after each season. “An extreme selection process determines which varieties earn a spot on the Xitavo Soybean team each year,” adds Bill Backhaus, BASF Midwest agronomist.

> BAYER

The breeding program at Bayer builds around three pillars: a strong foundation, smart operations and better decisions. “We've spent the last decade-plus figuring out the basics to create a robust foundation pool of global germplasm and library of genes needed to improve crop traits that farmers want,” says Michael Kovach, hybrid product development lead at Bayer.

The smart operations pillar revolves around technology and processes. Reduced genotyping costs

Seed companies' strategic genotyping, powerful data analytics and customer-centric knowledge turn next-generation corn and soybeans into elite athletes.



and artificial intelligence (AI) select the best crosses and seeds before they see the soil. Then, a 7-acre, climate-controlled greenhouse in Marana, Arizona, grows selected germplasm to test inbreds. This process repeats three to four times a year for faster hybrid development. Robotic seed-packaging warehouses precisely place seeds in cartridges by experiment type, then they are shipped to test and production fields around the globe.

Next-generation field equipment such as precision cartridge planters, drones, sensors, satellites and AI analysis of petabytes worth of performance and agronomic data drive the best hybrid selection. “All of this comes together to improve knowledge of product in each environment to achieve better hybrid advancement and field-placement decisions,” Kovach says.

Bayer is beginning to incorporate insight from Climate FieldView with product and trait data using AI to produce tailored precision breeding solutions. “With 20 years of genomics data, we can make better decisions on germplasm to move products quicker to specific customer markets,” says Tom Jury, North American head of breeding field testing.

> CORTEVA

After more than a century, the Pioneer breeding program still divides into an early development stage and a late field-testing stage. Dramatically improved computational power and AI genomic data analysis

technology drive breeder efficiency to move the best germplasm into early-stage testing and the best hybrids into late-stage trials.

“Our technology is replacing expensive early-stage testing, but we still believe side-by-side trials with farmers in later stages provide critical real-conditions data we can’t predict on a

□ *BASF plant breeders employ advanced technologies and an extensive network of breeding locations to bring new soybean varieties to the market.*

NICK KELLEY



computer,” says Luis Verde, corn breeding lead, North America. “Talking to customers and our sales organization helps evaluate local needs. Like with the latest tar spot disease issue in corn, we put priorities on what genetics and traits help manage local issues to improve farmer yields and profitability.”

□ *Corteva is using CRISPR gene-editing tools to improve its corn hybrids against multiple diseases.*
COURTESY OF CORTEVA
AGRISCIENCE

Data from drones, sensors, robots and time-lapse images provide dramatic field plot research efficiency. Stand counts, ear and plant height, biomass, disease levels and water management provide data that Corteva collects weekly, if not daily.

“For example, today we can collect individual plant data without human error in a 20-acre plot in 20 minutes, which used to take a research crew all day,” Verde says. “Software and AI analysis help advance the best products and provide data so we can inform farmers how hybrids react to conditions that can improve field placement.”

Corteva agronomists support farmers by assisting them in developing plans, providing advice when water or nutrient deficiencies or pests arise, and helping them get the most of their harvest. ▶





Syngenta's R&D Innovation Center, near Malta, Illinois, reinforces investment in seed innovation within the industry. The 88-acre, 100,000-square-foot facility houses laboratories, seed processing space and research fields.

COURTESY OF SYNGENTA

> SYNGENTA

In corn, Syngenta cites a dramatic change in virtually every development process during the past five years—from inbred creation and trait integration speed to precision testing and improved field placement.

“Data science and predictive analytics have greatly improved our advancement decisions before inbreds ever see a field,” says Syngenta corn portfolio lead Drew Showalter. “Our Nampa, Idaho, trait

conversion accelerator is helping bring traits like Duracade and Viptera into inbreds faster and more effectively.”

With both soybeans and corn, the company is working toward a design-type model that strategically selects genetic crosses to produce an outcome that meets a target product profile for customers.

“Breeding is a long-cycle game where you need to accurately predict what farmers want in five to seven years to develop new varieties,” says Ryan Fuller, soybean portfolio lead for Syngenta. “Listening to customers is helping us drive more successful products to the farm.”

Delivering the right products at scale for customers is a necessary and detailed process at Syngenta. Working closely with sales for demand signals and knowing five-



year averages by growing areas has built a good track record of seed delivery.

“We also build in some market opportunity that adjusts for Mother Nature events that shift demand,” Fuller says.

Data science and predictive analytics have greatly improved Syngenta's breeding efforts.

COURTESY OF SYNGENTA

> THE FUTURE

These companies see a future where seed genetics become one part of a holistic prescriptive acre package. Some areas of a farm may benefit from short-stature, high-population corn. Other genetics may capture elite yields with multiple fungicide and nutrient applications. Disease- or insect-prone acres will get a tailored multitrait package. And new end-use corn and soybeans will feature prescriptions that drive food or fuel quality.

Extreme weather will continue to challenge crop production. Farm practices will shift toward more significant conservation, regenerative agriculture, reduced inputs and carbon sequestration. And, seed companies will continue to develop genetic packages that fit these environments and practices to sustain food security and grower success. ///

At Syngenta's Advanced Crop Lab, in North Carolina, scientists simulate various growing environments to aid in the discovery and development of biotech seed technologies.

COURTESY OF SYNGENTA



New Libido-Powering Pill Helps Men Enjoy Long-Lasting Intimacy - At Any Age

Men across America are raving about a newly enhanced potency supplement that helps achieve healthy blood flow on demand

After age 40, it's common knowledge that performance begins to decline in many men. However, a new, performance empowering pill is showing that any relatively healthy man can now enjoy long-lasting, and frequent intimacy – at any age.

This doctor-designed formula, created by leading anti-aging expert Dr. Al Sears, has already helped men overcome low and sinking libido -- and has recently undergone a potency-enhancing update – with remarkable new results.

When the first pill -- **Primal Max Black** -- was first released, it quickly became a top-selling men's performance helper, promoting intimacy across America.

It worked by supporting healthy testosterone levels. However, Dr. Sears soon realized that this isn't the only challenge men face with performance. That's when he turned his attention to blood flow.

And this became **Primal Max Red**.

PROBLEM IS, RESULTS ARE MORE MECHANICAL THAN HORMONAL

Truth is, once blood flow slows down for men, no matter how exciting it is, it won't be enough without the necessary amount...

So enjoying intimacy without healthy blood flow becomes difficult for most men.

Luckily, a Nobel prize-winning scientist discovered the simple answer to help support performance strength and confidence -- by boosting vital blood flow -- and enhancing this

essential performance function.

Using this landmark Nobel Prize as its basis, **Primal Max Red** enhanced healthy blood flow for untold millions of men around the world with the use of strong nitric oxide boosters.

While **Primal Max Black** helped maintain optimal testosterone, **Primal Max Red** tackles a lesser-known challenge.

Director, Al Sears MD, who has authored over 500 scientific papers and has appeared on more than 50 media outlets including ABC News, CNN, ESPN, Discovery, National Geographic, Lifetime, and many more say, *"Less than optimal blood flow can be part of a huge problem that affects a lot of men. And it needed to be addressed once and for all, so men would not dwell on it. Then, once we optimized it and had a great deal of success, we set out to see if we could do even better."*

The former formula had excellent results. However, new research showed that for even faster, anytime, anywhere results, increasing the dose of a key compound was needed.

So, one of the three nitric oxide boosters in the new **Primal Max Red**, L-Citrulline, was clinically boosted to 9000 mg, and the results were astounding. Which is no surprise considering that 5000 mg is considered a "normal amount" -- giving the new version nearly doubled the blood flow boosting power.

Men who had previously been unsure about their power and stamina were overjoyed to be back to their old selves and



A new discovery that increases nitric oxide availability was recently proven to boost blood flow 275% - resulting in improved performance.

to get and maintain a healthy bloodflow when they needed it.

BETTER BLOOD FLOW, STRONGER RESULTS

The best way to promote healthy blood flow throughout the body is with the use of **Primal Max Red**. By using it, when exciting signals leave the brain, blood flows much faster like it used to.

This critical action is how men across the country are enjoying full and satisfying performance at any age. No need to bother with testosterone-boosting shots, blue pills, or shady capsules that have no effect.

Primal Max Red can effectively promote healthy blood flow that most men can use for maximum intimacy. This is leading to more greater capacity and satisfaction, coupled with long-lasting performance.

"There was a time when men had little control when it came to boosting their blood flow," Dr. Sears said. "But science has come a long way in recent years. And now, with the creation of nitric oxide-boosting **Primal**

Max Red, men can perform better than ever, and enjoy intimacy at any age."

Now for men across America, it's much easier to stay at their performance peak as they get older.

HOW TO GET PRIMAL MAX RED (AND FREE PRIMAL MAX BLACK):

To secure free bottles of **Primal Max Black** and get the hot, new **Primal Max Red** formula, buyers should contact the Sears Health Hotline at **1-800-906-7142** TODAY. "It's not available in retail stores yet," says Dr. Sears. "The Hotline allows us to ship directly to the customer." Dr. Sears feels so strongly about **Primal Max**, all orders are backed by a 100% money-back guarantee. "Just send me back the bottle and any unused product within 90 days from purchase date, and I'll send you all your money back."

Call NOW at **1-800-906-7142** to secure your supply of **Primal Max Red** and free bottles of **Primal Max Black**. Use Promo Code **PFPMAX424** when you call. Lines are frequently busy, but all calls will be answered!

Recipes and Photos By
Rachel Johnson
 On Instagram
 @racheltherecipe



Elevate Your Sunday Brunch

> CORNED BEEF HASH BROWNS

With the saltiness of the corned beef and the heartiness of the hash browns, this brunch favorite will keep you satisfied all day.

TOTAL TIME: 25 MINUTES
 MAKES: 2-4 SERVINGS

- 3 tablespoons extra-virgin olive oil
- ½ cup chopped white onion
- ½ cup frozen mixed chopped peppers
- 1 pound (16 ounces) frozen shredded potatoes
- Salt and pepper
- 1 pound cooked corned beef, cut into 1-inch pieces
- Fried eggs, for serving (optional)
- Chopped fresh parsley, for serving (optional)

1. In a large skillet, heat olive oil over medium heat. Add onion and peppers; stir. Cook until softened (about 5 minutes).
2. Add frozen potatoes; stir to coat. Season with salt and pepper. Cook, stirring occasionally until tender (about 15 minutes).
3. Stir in corned beef. Taste; adjust seasonings. Cook, stirring frequently, until hash is browned and crisped to your liking (about 5 minutes).
4. Top with fried eggs; garnish with fresh parsley, if desired.

> IRISH SODA BREAD MUFFINS

These savory muffins have just a kiss of sweetness and are perfect as a brunch side or a snack any time of day.

TOTAL TIME: 40 MINUTES
 MAKES: 1 DOZEN MUFFINS

- 1½ cups all-purpose flour
- ¾ cup whole wheat flour
- 2 teaspoons baking powder
- ¼ teaspoon baking soda
- ½ teaspoon salt
- ½ cup sugar
- 1¼ cups dried currants
- 1 teaspoon caraway seeds
- 1 large egg
- 1 cup buttermilk, whole milk or nonfat plain yogurt
- 6 tablespoons melted butter

1. Preheat oven to 400°F. Lightly grease a standard muffin pan or line with paper baking cups.
2. In a mixing bowl, combine flours, baking powder, baking soda, salt, sugar, currants and caraway seeds, whisking well.
3. In a separate bowl, combine egg, buttermilk and melted butter, whisking well. Quickly and gently, add dry to wet ingredients, taking care not to overmix.
4. Divide batter into prepared pan about ¾ of the way full.
5. Bake 20 minutes or until a toothpick inserted into the center of a muffin comes out clean. Wait 5 minutes; transfer muffins to a rack to cool completely. ///



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4 Summer Departures

June

NATIONAL PARKS



Enjoy wide-open spaces & explore the natural splendor of our scenic western states & National Parks. Witness the towering hoodoos of Bryce Canyon, the rugged wilderness of Zion National Park, the vast expanse of the Grand Canyon, & the dependableness of the Old Faithful Geyser in Yellowstone. Visit a cattle ranch in Montana, a farm in Utah, & more.

June

SOUTHERN Charm & Farm



From the charm of Charleston to the blue suede shoes of Memphis, inspect farms growing sweet potatoes, tobacco, watermelon, peanuts, pecans, and rice in Alabama, Arkansas, North Carolina, Tennessee, Georgia & more! Experience southern hospitality and great food.

August

GLACIER PARK & Calgary Stampede



In Montana, traverse Glacier National Park's 50-mile Going-to-the-Sun Road to see impressive glaciers, beautiful valleys, cascading waterfalls, towering mountains, and colorful wildflowers. Explore a glacier on an all-wheel-drive bus buggy equipped for the Canadian Ice Fields. See the famous Calgary Stampede Rodeo & enjoy their Chuckwagon Races!

July

EUROPE



Tour Holland, Belgium, Germany, Austria, Czech Republic and Switzerland. Inspect 3 farms growing grains, potatoes, sugar beets & more. See the best of Europe & sample Belgian Chocolates. Explore a salt mine in Salzburg and cross the majestic Alps. A crowd favorite!

July

CANADIAN TOUR FALL COLORS TOUR



Canadian Farm & Niagara Falls Tour: Visit the breathtaking Niagara Falls, visit multiple farms & inspect crops like tomatoes, tobacco, peppers, corn & soybeans as well as livestock farms & a vineyard.

New England Fall Foliage: See history come alive in Boston and travel the colorful adventure found for only a few weeks in Vermont, New Hampshire, Rhode Island, & Maine. Take in the beautiful array of gold and autumn leaves as you enjoy an integrated farm tour and special visits to a Cranberry Bog, Maple Syrup farm, and more!

September & October

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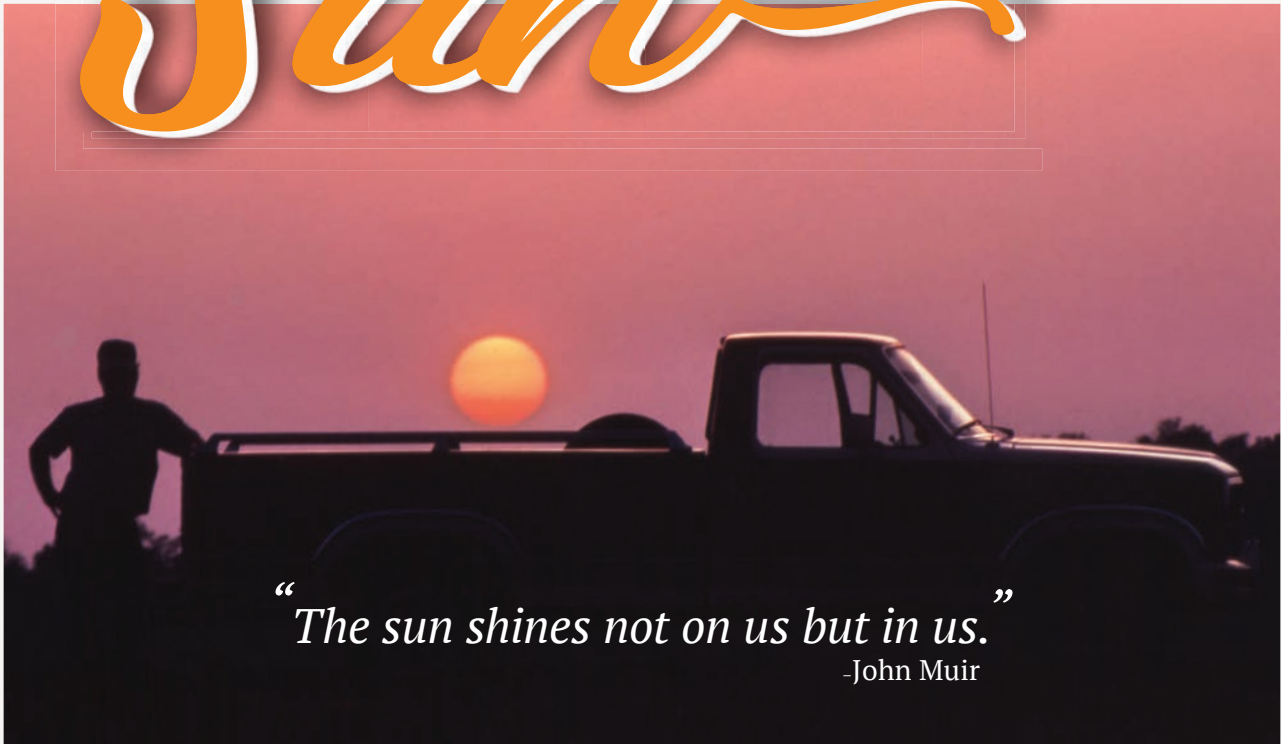


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Sun



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 -John Muir

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OPRAH WINFREY

Keep your face always toward the sunshine—and shadows will fall behind you.

WALT WHITMAN

Just living is not enough ... one must have sunshine, freedom, and a little flower.

HANS CHRISTIAN ANDERSEN

Truth is like the sun. You can shut it out for a time, but it ain't goin' away.

ELVIS PRESLEY

Some sunshine is good for the soul, but I always make sure I wear a big hat.

MIRANDA KERR

The time to repair the roof is when the sun is shining.

JOHN F. KENNEDY

Love comforteth like sunshine after rain.

WILLIAM SHAKESPEARE

Keep your face to the sun and you will never see the shadows.

HELEN KELLER

The sun does not shine for a few trees and flowers, but the wide world's joy.

HENRY WARD BEECHER

And there shall be no night there; and they need no candle, neither light of the sun; for the Lord God giveth them light: and they shall reign for ever and ever.

REVELATION 22:5 (KJV)

No sun outlasts its sunset, but it will rise again and bring the dawn.

MAYA ANGELOU

The earth has received the embrace of the sun and we shall see the results of that love.

SITTING BULL

Anything is possible with sunshine and a little pink.

LILLY PULTIZER

Some painters transform the sun into a yellow spot, others transform a yellow spot into the sun.

PABLO PICASSO

Yeah we all shine on, like the moon, and the stars, and the sun.

JOHN LENNON

This most beautiful system of the sun, planets, and comets, could only proceed from the counsel and dominion of an intelligent and powerful Being.

ISAAC NEWTON

Live in the sunshine, swim the sea, drink the wild air.

RALPH WALDO EMERSON

FIRST SHIFT

SHIFT GEARS

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