



# Insider

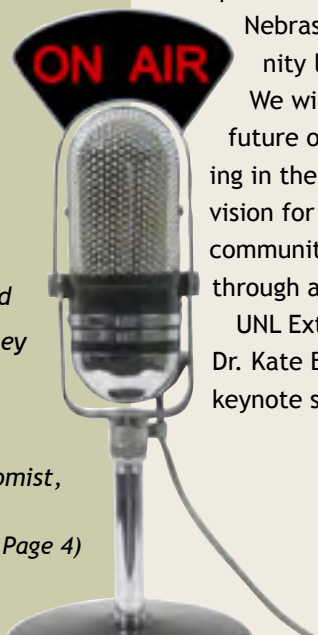
Quarterly Newsletter  
Fall 2014  
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## A-FAN to Use Radio to Reach Rural Audiences

A-FAN is scheduling a series of radio spots to launch in November that will build on its summer campaign aimed at rural community leaders. The new campaign will use a “news report” style of advertising strategy to spread important messages to these leaders in support of animal agriculture in Nebraska. The objective is to help them understand the importance of diversification and the impact it can have on local communities.

The first of three flights, scheduled to start November 5th, will discuss the opportunity of diversification for farmers and ranchers across Nebraska. The series includes three 60-sec. spots produced to sound like news reporting. They will feature interviews with Dr. Kate Brooks, UNL Extension Ag Economist,

(continued on Page 4)



## Join Us for A-FAN's Annual Stakeholders' Meeting Nov. 24th

All A-FAN members and guests are invited to our 2014 stakeholders' meeting on Monday, November 24th at the Cornhusker Marriott in downtown Lincoln. Coffee and conversation starts at 8:30 a.m., with the Annual Meeting starting at 9:00.

The meeting and the Nebraska Soybean Board sponsored buffet luncheon are free.

Please consider joining us for this information-packed session. You will hear how A-FAN is getting our message about the

importance of animal agriculture to Nebraska's economy to community leaders and consumers.

We will also discuss the future of livestock farming in the state and our vision for building strong community economies through animal agriculture.

UNL Extension Livestock Economist Dr. Kate Brooks will be this year's keynote speaker. Her presentation,

titled “Opening the Gate of Opportunity with Livestock,” will give an overview of her extensive research into the econom-

ics involved in meat and livestock production. Discussion points will include the economic impact of diversity in agriculture today and into the future.

Brooks, whose research has dealt with meat production and livestock economics, has been involved in research on pork production issues as well as livestock marketing. She received her B.S. in

Agribusiness from Kansas State University, her M.S. from Illinois State University, and her Ph.D. in Agriculture Economics from Oklahoma State University.

Prior to coming to UNL, she served as a faculty member at West Texas A&M University.

### Interested in attending?

Simply RSVP for our FREE luncheon and meeting to Emily Skillett by November 10th by calling (402) 421-4416 or by emailing [emilyt@a-fan.org](mailto:emilyt@a-fan.org).



UNL Extension Livestock Economist  
Dr. Kate Brooks

RSVP  
by Nov. 10th  
for Free  
Luncheon and  
Meeting.

## Celebrating With the Next Generation.

**T**wo A-FAN supported open houses this summer helped celebrate the return of two young Nebraska hog producers to their family farms in state-of-the-art style. The two, Jared Segner, Friend, and Zach Oquist, Osceola, had recently returned to their family farms to expand operations and build facilities utilizing the latest in hog-finish-ing technology.

Greg Ibach, Director of the Nebraska Department of Agriculture Director, was on hand at each of the events to congratulate both Segner and Oquist on their family farm expansions. Guests were able to tour the buildings before the hogs were moved in.

Segner's new barn holds 2,140 hogs, while Oquist's can accommodate 3,600.

During the planning process for their new buildings, the two young hog finishers consulted with Alan Stephens, senior business development manager for The Maschhoffs, a family-owned pork production network headquartered in Carlyle, Illinois. With the opportunity of a custom feeding contract these two young men were able to mitigate risk, which helped them acquire local funding supported by a beginning farm loan through the farm bill with USDA.

Both new barns feature automated feed systems and fully slated floors with deep pit manure storage and automated controls. Pit fans, back-up generators, tunnel ventilation systems, ceiling inlets and end-wall fans provide healthy, comfortable environments for both animals and

*The celebrations drew attention to an important A-FAN message.*

-Willow Holoubek



Jared Segner (center), with Neil Moseman (left), Ag Director with the Office of State Senator Deb Fischer, and Greg Ibach (right), Nebraska Director of Agriculture.

employees. Additionally, each barn is equipped with shower-in/shower-out capabilities for added safety.

The celebrations drew attention to an important A-FAN message, according to Willow Holoubek, A-FAN executive director, that whether you are expanding a family livestock farm or diversifying a row crop farm to include livestock, it is possible for the next generation to return to their roots and successfully farm and ranch in Nebraska.

Zach Oquist (center) with his family and supporters.





## Once Upon a Farm Opens Oct. 18th at the Omaha Children's Museum.

**A**-FAN and several other agricultural groups and organizations are partnering with the Omaha Children's Museum to present a community-engaged exhibit named Once Upon a Farm. The exhibit will open on October 18th and will remain open until April 12, 2015.

The museum is located at 500 South 20th Street in downtown Omaha.

"Our shared vision in creating this exhibit," said Lindy Hoyer, Executive Director of the Omaha Children's Museum, "is to help the kids growing up in an urban environment make stronger connections to the origins of their food before it makes it to the shelves of the grocery store or farmers market."

Children will be able to slide behind the seat of a kid-powered combine, wheel around a maze in the John Deere pedal track, learn what it takes to milk a dairy cow and hop aboard the Ag Express for an up-close look at a real life tractor. These little farmers can learn all about water and irrigation while playing under the kid-sized center pivot and see what it takes to plant and care for crops in the miniature planting station. The museum is planning different programs each week through the event's run that will focus on a new topic and will incorporate various farm animals on special weekends.

Families will enter the exhibit through barn doors, and A-FAN's Barn Door brochure which highlights

the different forms of agriculture in Nebraska will be available at the *Once Upon a Farm* exhibit so families can continue the conversation at home about where their food comes from.

A-FAN has also helped organize a "Day at the Farm" event, where five families will be given the opportunity to visit the Keyes Angus family farm near Springfield, Nebraska on November 8th. The families will have a fun-filled day of learning about where their food comes from, and will be served nutritious lunches and snacks.

*"Our shared vision...is to help kids growing up in an urban environment make stronger connections to the origins of their food."*

This exhibit provides a great opportunity for Nebraska families to explore the world of agriculture, according to Hoyer. "With agriculture as a leading industry in our state, it is vital for us to help our kids understand where their future lives will intersect with the people who work and manage our farms and ranches," she said.

A-FAN encourages you to visit this new exhibit at the Omaha Children's Museum. In fact, take your children and grandchildren. Tell your friends about *Once Upon a Farm* this fall and winter and encourage them to attend.





## A-FAN to Use Radio to Reach Rural Audiences

(continued from Page 1)

livestock producer Bart Beattie of Sumner, and a representative from a rural bank. The voices of farm broadcasters Ken Anderson, Chad Moyer and Susan Littlefield are featured in the productions. The diversity messages will be approached from the standpoint of increasing profits by adding a livestock component to row crop farming operations. Benefits include lower input costs by using manure nutrients to partially offset the amount of commercial fertilizer needed and adding value to lower crop commodity prices. Adding livestock creates a viable option encouraging the next generation to return to the farm, and increased economic vitality for rural communities.

The first flight of radio spots will run within or adjacent to farm news and market reports from November 5th through 28th.

## A-FAN Shares Farm Family Recipes to Build Trust

A-FAN will distribute more than 500,000 four-page newspaper inserts throughout the state in October, reaching 1,114,098 Nebraskans. The insert continues our focus on Nebraska farm women who share their passion for growing food for their family, as well as for the consumer's family. Six women were chosen to share favorite family recipes along with information about their farms and families.

A-FAN once again partnered with CommonGround to help communicate this message. The goal of the insert is to continue our objective of strengthening consumer confidence and trust in Nebraska farmers and ranchers who produce wholesome, nutritious and safe sustainable food for our dinner tables.

The newspapers who are distributing this insert include: Omaha World-Herald, Kearney Star-Herald, York Times, Ashland

Gazette, Waverly News, North Platte Telegraph, Grand Island Independent, Lexington Clipper and the Wahoo Newspaper. In addition to these newspapers, the Lancaster Farm Bureau has provided funding for the insert to be distributed in the Lincoln Journal Star.

We would like to thank Agri Affiliates, Inc. of Kearney, North Platte and Hastings for joining our partners in support of this insert.

If you or your company would like to be a sponsor for the next insert to be showcased in March of 2015, please contact Karen Brokaw at [karenb@a-fan.org](mailto:karenb@a-fan.org) for more information.

Thanks to Agri Affiliates, Inc. for joining our partners in support of this insert.



We'd love to hear from you!

If you prefer to receive your Insider via email please contact us at [info@a-fan.org](mailto:info@a-fan.org).

Check out our Social Media sites or you can also contact us at:

A-FAN  
PO Box 84606  
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Toll Free: 888-580-AFAN (2326)  
Email: [info@a-fan.org](mailto:info@a-fan.org)



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