

Kentucky

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UK Ag Outlook Report



DECEMBER 2020/JANUARY 2021



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Cover Photo by Tim Thornberry and Jaclyn Melcher. Enjoying the winter snow in Jefferson County.

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President's Column



As we come to the close of 2020, I am hard pressed to think of anyone who is not looking forward to moving on to a new year. This one has been tough on many levels.

After celebrating Kentucky Farm Bureau's 100th anniversary in 2019, the leadership of this organization was very excited about what was to come in 2020. By all indications, especially from the farm family point of view, it looked promising.

But, as we all know, COVID-19 swept the country and turned that hope into challenges. When all this began, I believe most of us felt that we would be out of the pandemic woods by this time. However, that has not been the case and we have spent much of this year learning to adjust to new rules and regulations related to this coronavirus.

But a lesson about adjusting can be learned by all of us from the farm, and you don't have to have an agricultural background to understand it.

For instance, those of us who live and work on the farm know we have to be constantly mindful of the weather and make production changes – sometimes at a moment's notice – when mother nature throws a curve ball our way.

We must also gauge what and how much we grow based on market demand here at home and internationally, as well. Our farm families are connected to markets around the world, and we depend on them to make a living. Therefore, as global market demand and prices change, so do we.

We regularly pivot to become mechanics, teachers, marketers, and economists, along with the more visible "occupations" connected to the farm. But as we adjust to the demands of the day, it seems the regularity of these changes has come at a much higher frequency in 2020.

For those who feel they are not directly connected to agriculture, I would offer you this: If you have eaten today, then you have a relationship with a farmer, somewhere, somehow.

Because of the dedication and work ethic exhibited daily by our farmers, the job is still getting accomplished, despite this pandemic.

My parents shared many lessons with me about weathering the storms that come our way. Our farm has been in my family for more than 150 years, and through each generation we were all taught to respect the land, put in a good day's work, and be kind to our neighbors. You never know when you might need a little extra help.

I believe we should all adhere to these principles. We have never needed them more than we do today – especially the one about being kind to our neighbors.

That was one of my mother's greatest attributes. She was always kind to everyone she met. We had to say goodbye to her recently, but the lessons she left with us will remain in our hearts until we meet again.

Yes, 2020 has been tough, but if we pull together the coming year can and will be better. I pray we all have a joyous Christmas season as we look toward a brighter future.

Mark Haney, President
Kentucky Farm Bureau



In loving memory of Ellen Orelda Haney.

**NOTICE
ANNUAL POLICYHOLDERS' MEETING OF
KENTUCKY FARM BUREAU MUTUAL INSURANCE COMPANY**

The annual meeting of the policyholders of Kentucky Farm Bureau Mutual Insurance Company will be held on Tuesday, March 9, 2021, 10:00 a.m. (Eastern), at the home office of the company, 9201 Bunsen Parkway, Louisville, Kentucky, for the purpose of (1) electing directors of the company, (2) to receive the annual report of its officers, and (3) to consider any other business that may come before said meeting.

 Secretary

**NOTICE
ANNUAL STOCKHOLDERS' MEETING OF
THE FB INSURANCE COMPANY**

The annual meeting of the stockholders of The FB Insurance Company will be held on Tuesday, March 9, 2021, 11:30 a.m. (Eastern), at the home office of the company, 9201 Bunsen Parkway, Louisville, Kentucky, for the purpose of electing directors of the company and to consider any other business that may come before said meeting.

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Comment Column



Agriculture Connects Us All

We’ve all seen or heard the jokes about 2020 being a disaster. For some, it cannot end soon enough. But 2020 is no joke! It has been a tough year—a year of devastating loss for too many. Our hearts go out to those who have lost loved ones to COVID-19 and those who are still coping with its health and economic impacts.

The pandemic is far from over, but it’s not too early to think about its impacts on food and agriculture. There were temporary shortages of some foods, caused by sudden changes in buying practices. Those runs on the grocery store and empty shelves made people stop and think about where their food comes from and whether there would be enough. That’s something we normally don’t worry about; we take our abundance for granted.

Farm Bureau worked to ensure consumers knew that farmers and ranchers were still growing the food we need. Our #StillFarming campaign reached 96 million people around the world. The #StillFarming movement tells the stories of farmers and ranchers still hard at work during the pandemic, and the challenges they are overcoming to feed America and the world.

That’s one silver lining from the pandemic—greater visibility and appreciation for those who keep us supplied with all the things we need to live, including farmers and ranchers and others who work in what we call the food chain—the chain that connects everyone to the farm, connects rural and urban Americans.

It often feels as though our nation is sorely divided, but I believe we’ve also come together in recognition of the importance of essential workers, including farmers and ranchers, to our everyday lives.

Now we’ve entered the holiday season, which begins with thanksgiving for the abundance we enjoy and, for many, culminates in great feasts that begin on the farm. These celebrations are rooted, literally, in America’s farmland. This season gives us an opportunity to connect with what really matters: our faith, health, loved ones and many blessings. We are so blessed to live in a land of freedom and plenty. Even in 2020, we have so much to be grateful for.

The late Rep. Kika de la Garza of Texas, former chairman of the House Agriculture Committee, used to say that anyone who eats is connected to agriculture. Farm Bureau works for America’s farmers and ranchers, but we also work for all Americans—anyone who eats. When we work for government policies that allow farmers and ranchers to be productive and economically sustainable, we are working to ensure that food gets to everyone’s tables during this holiday season and throughout the year.

At a time when we may feel disconnected from one another, I’m grateful for these opportunities to celebrate what connects us. I’m proud that agriculture connects us all.

As we look toward the New Year, I hope and pray we can return to joyful connections to our communities, friends and family.

I wish you all a blessed holiday season.

Zippy Duvall, President
American Farm Bureau Federation

Zippy Duvall is a third-generation farmer from Georgia and president of the American Farm Bureau Federation.

UK Ag Outlook Report: Despite COVID-19, Kentucky Agricultural Receipts Hold Steady to 2019 Levels

By: Katie Pratt



The COVID-19 pandemic made for a tumultuous year in Kentucky agriculture, but the state's agricultural receipts will likely hold steady to 2019 levels.

Agricultural economists from the University of Kentucky College of Agriculture, Food and Environment are projecting 2020 farm cash receipts to be \$5.5 billion, equaling 2019 receipts. The economists estimate that net farm income will likely exceed the \$2.2 billion Kentucky producers earned in 2019.

"Like most businesses, agriculture has experienced a crazy and challenging year, but unlike a lot of industries, the farm economy not only survived, but is ending 2020 on a positive note," said Will Snell, UK agricultural economist.

Snell and fellow UK agricultural economists Kenny Burdine, Greg Halich and Tim Woods, Jerry Pierce from the Kentucky Farm Business Management Program, and Bobby Ammerman from UK's Department of Forestry and Natural Resources shared their annual outlook with Kentucky Farm Bureau members.

2020 began with optimism across the industry due to new trade deals, continued low production costs and improved supply/demand balances. But the coronavirus greatly impacted the industry and the agricultural markets. While markets initially plummeted at the pandemic's

onset, some sectors recovered.

In Kentucky, higher grain prices, induced primarily by an increase in exports, and crop yields near all-time highs helped offset lower equine, poultry, cattle, dairy and tobacco receipts.

"The increase in grain prices along with outstanding yields could help make 2020 the most profitable year for grain producers since 2013," Halich said.

"The impacts of COVID on the livestock sector were huge, as labor challenges created a significant processing bottleneck in the spring and the marketing system had to adjust to a major shift away from restaurant consumption and toward at-home consumption," Burdine said.

A significant addition to Kentucky's increased farm income is two rounds of government payments producers received through the Coronavirus Food Assistance Program and the last payments from the 2019 Market Facilitation Program. Accounting for these and other federal programs, Kentucky farmers may receive close to \$500 million in direct government payments in 2020.

Nationally, direct government payments may account for nearly 40% of the country's net farm income. The U.S. Department of Agriculture forecasts net farm income will be \$119.6 billion, up 43% from 2019.

"Despite an expected increase in net

farm income and potential for improved commodity prices in 2021, the national and Kentucky farm economies remain very vulnerable, especially if the ag sector experiences large crops, additional trade disruptions, a significant pullback in direct government payments, higher interest rates, and/or a decline in asset values," Snell said.

Poultry remains Kentucky's top agricultural commodity, comprising 19% of all projected sales for the year. Corn and soybeans tied for second, each accounting for 17% of all projected sales. Equine fell to fourth, with 16% of all projected sales.

Highlights from selected commodities are:

- Poultry — Markets were adversely impacted by COVID-19 with wholesale broiler prices down 20% in 2020. While most poultry growers were not directly impacted by broiler prices, many were indirectly impacted by increased time between flocks. However, the industry remains relatively stable, and 2021 is likely to be much improved.

- Corn — Exports are expected to see a significant increase during the 2020-2021 marketing year, which could push on-farm prices up to \$4 a bushel.

Continued on page 8

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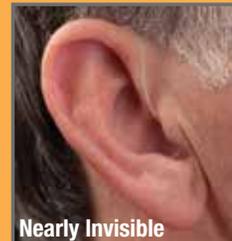
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- Soybeans — Exports are expected to increase 14% above the five-year average. This should push on-farm prices to \$10.40 a bushel.

- Equine — After surpassing \$1 billion in 2018 and 2019, receipts are expected to drop considerably in 2020 given a sharp sales decline. Another decrease is likely for 2021 as both stud fees and the number of mares bred should decrease.

- Cattle — COVID-19 impacts on demand and supply chain disruptions rocked the markets, especially in the spring and summer. Assuming COVID-19 impacts lessen in 2021, demand should improve. The demand increase and a smaller calf crop should increase prices next year.

- Hemp — Production dropped significantly from 2019 record highs. Licensed acreage was down by nearly half from 2019. Low price expectations, unsold stocks, minimal infrastructure development and market and regulatory uncertainties will keep acreage down in 2021.

- Tobacco — The sector continued to shrink with acreage down 10% to 15% and variable yields reported. Despite higher prices, receipts are expected to drop \$30 million to \$40 million from 2019.

- Produce and Nursery — While early for a 2020 estimate, total produce and nursery receipts are expected to reach \$160 million, which is a state record. CSA's, agritourism, produce auctions and garden center nursery sales are expected to be up significantly.

- Forestry — The sector contributed \$12.9 billion to Kentucky's economy in 2020 with timber and lumber prices improving from 2018-2019 levels. UK foresters expect this contribution to remain steady with stumpage values continuing to improve. Going into 2021, concerns exist for logging capacity, the long-term health of small sawmills and the lack of markets for low-grade pulpwood in Kentucky.

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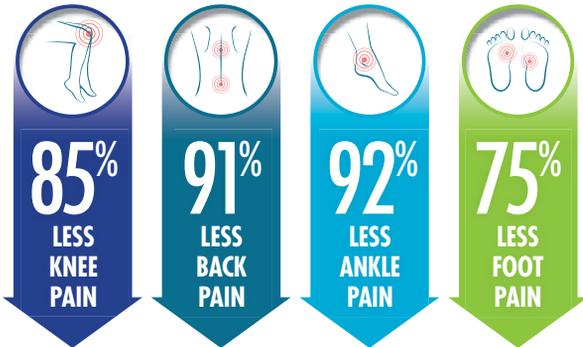
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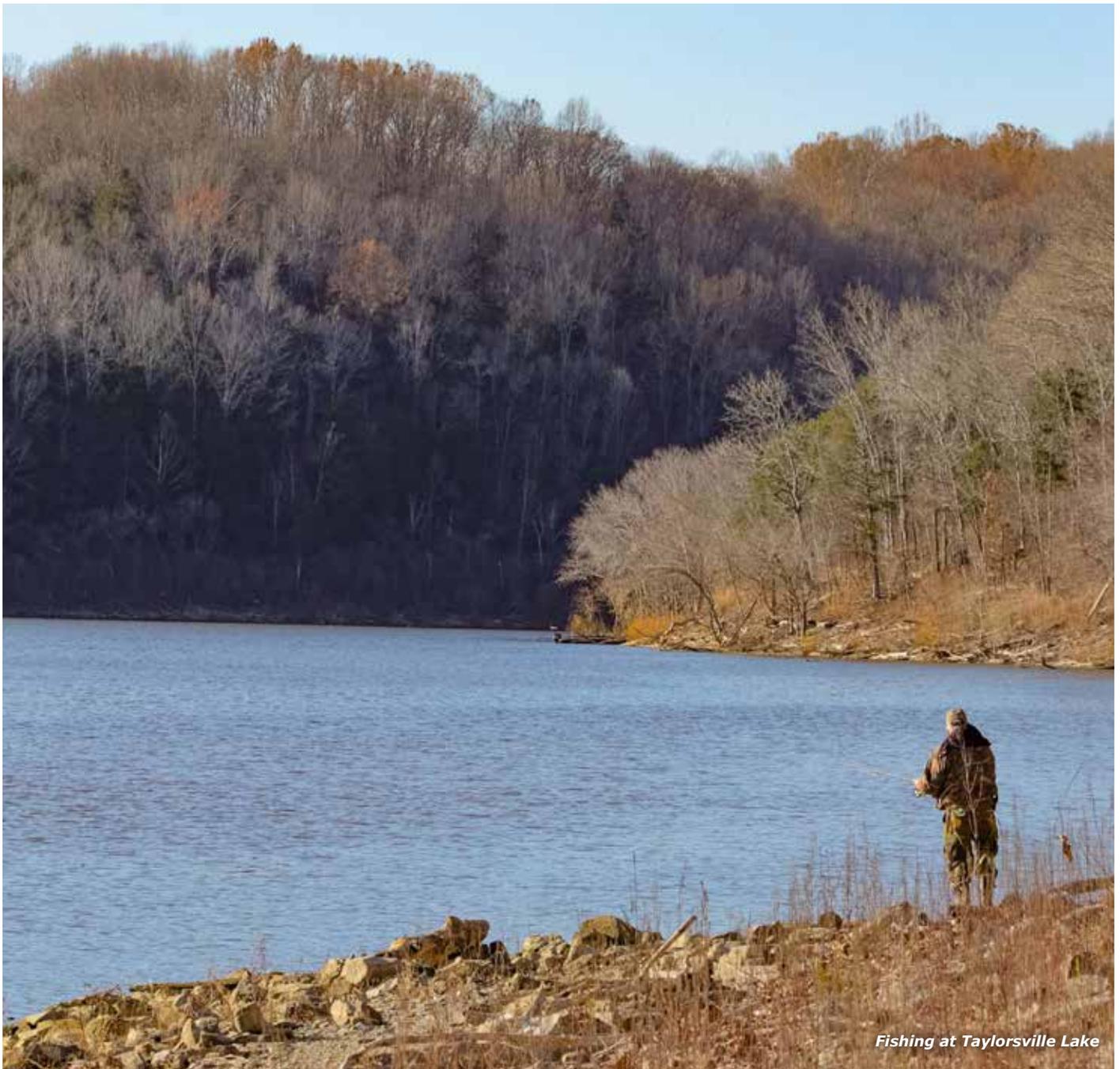
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Fishing at Taylorsville Lake

‘Christmas for Fishes’ program a popular alternative to throwing out your tree

By: Kelsey Thomas

There’s nothing cozier than the warm glow of a Christmas tree filling a room. Add the scent of live evergreen, and you’re practically living in a Hallmark movie.

But once the holidays pass and January creeps in, the task of removing your beloved tree awaits. For many, this may seem a solemn duty, signaling the end of a joyous season and the beginning of several holiday-less months ahead. But there is some good news: Instead of throwing your live Christmas tree out with the trash, you can give it new life... as a fish habitat!

You read that right. The tree that’s currently twinkling in your living room could soon be home to native Kentucky species like

Smallmouth Bass, Bluegill, and Crappie. Through a program called "Christmas for the Fishes," the Kentucky Department of Fish and Wildlife (KDFW) collects discarded Christmas trees and sinks them in bodies of water around the state to create fish habitats.

This is needed due to the depleted woody habitat in many of Kentucky's lakes and reservoirs, especially those in excess of 50 years old, explained Joseph Zimmerman, a fisheries biologist for KDFW.

"The vast majority of lakes in Kentucky have some age on them," Zimmerman said. "Fish need structure in order for them to feed. They need structure for cover and refuge. Because of the lake age in Kentucky, a lot of that woody debris is broken down or might be covered up in sediment. A lot of our lakes have big winter drawdown – if you go visit some of the lakes in Kentucky during winter, they look like a moonscape. It's those areas where there is no woody debris on the bottom where we go in and build sites for fisheries."

Staff at KDFW have been running this program since the 1970s, but volumes have significantly picked up as of late. Zimmerman said tree donations have skyrocketed from a couple thousand to upwards of 6,000 in recent years.

Depending on a site's specific needs, KDFW may place up to 100 trees in one location.

"We'll place these Christmas trees in areas based on the specific lake management goals," Zimmerman said. "So, for instance, if we build a habitat site on a large flat in a lake, we may cluster it up real tall to create a 'reef of Christmas trees' by placing 50 to 100 trees in one location."

Once the habitat is placed, KDFW staff can evaluate its success using electrofishing equipment. (At one point, they tried scuba diving, but visibility was too low in Kentucky's murky lake waters.) Electrofishing is a technique used by fisheries biologists to sample and study fish populations in bodies of freshwater.

"We tend to find out the sites where we cluster these habitat sites in 75-80 Christmas trees, the more fish they're going to hold," he said.

Habitat building is necessary regardless of the "Christmas for the Fishes" program, so having access to already-cut trees is a big advantage from both an environmental and feasibility standpoint.

"This program is an easy way to get a lot of woody material to put in our lakes," Zimmerman said. "We use Christmas trees because they're already cut. Otherwise, we would spend a lot of time throughout the year going to areas and collecting trees for fish habitat. It's a lot for work having to cut your own trees and haul them to the lake."

The goal? To create a gratifying environment for anglers across the state. KDFW publishes GPS coordinates of these habitats online so that fisherman can easily access them.

"The angler catch is the end goal," Zimmerman said. "When you get a phone call or an email from an angler that says they found one of our sites and that they caught a lot of crappie, that's the rewarding side of the job. A lot of these sites really attract a lot of gamefish. If you create that kind of predator-prey interaction, those will be areas where our anglers can improve their catch."



The Christmas tree drop at the KDFW headquarters in Frankfort.

Interested in recycling your Christmas tree into a fish habitat?

First, remove any lights, ornaments, or other artificial decorations from your live tree. Then, drop it off at one of the more than 30 sites across the state designated by the KDFW. This year, collection will begin immediately following the holidays and run through Jan. 15. Sites are open during daylight hours only (8 a.m. to 5 p.m.) and will be unstaffed but clearly marked using signage.

To find a drop off location near you, visit fw.ky.gov





Kentucky Farm Bureau's 101st Annual Meeting

As has been the case for so many events in 2020, this year's Kentucky Farm Bureau (KFB) annual meeting was held virtually in order to comply with state regulatory mandates due to COVID-19. The upcoming American Farm Bureau Federation annual meeting will also be held remotely in January.

During the course of the virtual meeting, business sessions were still held, awards were given, and priorities approved.

The KFB Board of Directors elections are as follows:

Pulaski County farmer Mark Haney was re-elected Kentucky Farm Bureau President on the concluding day of the organization's 101st annual meeting. Also re-elected were Webster County's Eddie Melton as First Vice President and Sharon Furches of Calloway County as Second Vice President.

Eight new members were elected to the KFB Board of Directors this year: Mitchel Logsdon of Hart County will serve as a District 3 representative to the Board, PJ Milburn of Nelson County will serve as a District 5 representative to the Board, Tim Goodlett of Casey County will serve as a District 7 representative to the Board, Scott Barnes of Garrard County will serve as a District 8 representative to the Board, Tyler Ferguson of Johnson County will serve as a District 10 representative to the Board, Mary Jayne Cannon of Fleming County will serve on the Board as the Chair of the KFB State Women's Advisory Committee, Heather Graham of Wolfe County will serve on the Board as Chair of the KFB State Young Farmer Advisory Committee, and Ricky Arnett of Green County will serve on the Board representing the Kentucky Association of County Agricultural Agents.

Returning Board Members are: Brandon Davis of Anderson County; Marshall Coyle of Bath County; David McGlone of Carter County; Shane Wiseman of Clark County; Dr. Nancy Cox of Fayette County; Glenn Howell of Fulton County; Mark Kinsey of Grant County; Larry Clark of Green County; Ray Allan Mackey of Hardin County; Larry Thomas of Hardin County; Roger Fannin of Harlan County; Don Miniard of Harlan County; Alex Barnett of Harrison County; Cloyce Hinkle of Knox County; Joe Paul Mattingly of Marion County; Kelly Thurman of McLean County; Scott Davis of Monroe County; Mary Kate Kordes of Muhlenberg County; Stewart Hughes of Scott County; Scott Travis of Spencer County; Terry Lawson of Rockcastle County; and Victor Rexroat of Russell County.

The new Vice Chair of the Young Farmer Committee is Taylor Jones of Gallatin County, the new secretary is Kristin Hildabrand of Logan County, and the social media chair is J.E. Pryor of Christian County.

Lisa Osborne of Greenup County is the new 1st Vice Chair of the Women's Committee and Betty Bean of McCracken County is the new 2nd Vice Chair.

County Awards

Mercer County Farm Bureau received the Top County Award while Counties of Excellence Award winners included Casey County, Daviess County, Greenup County, Harlan County, and Mercer County.

Award Winners

The Outstanding Farm Bureau Youth winners were Ginny Lyle of Franklin County, and Brady Lawson of Morgan County.

Outstanding Young Farm Family top honors went to Caleb and Leanne Ragland of LaRue County. The Excellence in Agriculture winner was Anne Margaret Hughes of Wayne County, and the Discussion Meet winner was Brandon Gilles of Daviess County.

Excellence in Ag Literacy honors went to Brad Hay and Paul King from Simons Middle School, Fleming County, and the Women's Educational Grant winner was Sarah Fearin of Fleming County.

Public Relations and Communications Awards went to Missy Ginter, district administrative secretary for the Bath County Conservation District, and Don Wilkins, features editor of the Owensboro Messenger-Inquirer, respectively.

State and National Priorities

Some of the top state priorities approved by the KFB Board for 2021 included maintaining Kentucky's sales tax exemptions for production agriculture, to maintain allocating 50 percent of the Master Settlement Agreement funds to the Agricultural Development Board, and to support funding for the broadband deployment fund and efforts and incentives to improve and provide all telecommunications in rural Kentucky.

From a national priorities perspective, the KFB board approved supporting fair and open multilateral trade agreements that will open new markets and expand existing markets for U.S. agricultural products, and to support maintenance and improvement of transportation infrastructure, including rural highways, lock and dam systems, riverports, and railroads.

Editor's Note

The state and national priorities listed in this summary are just a portion of the priorities approved by the KFB Board of Directors during this year's KFB Annual Meeting. A comprehensive list of priorities and other annual meeting information will be featured in a special Annual Meetings Edition of the February 2021 KFB news.

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Soybean harvest in Meade County

Production Agriculture Leaders Making Their Voices Heard

Kentucky Farm Bureau brings state ag commodity leaders together to form agri-tech coalition

In an effort to bring more awareness to advances in technology issues within the state's agriculture industry and to keep the state's agricultural and governmental organizations apprised of these issues, Kentucky Farm Bureau (KFB) and ag commodity groups throughout the state have joined together to form a state Coalition of Production Agriculture.

Over the last several months, the coalition has worked together to discuss agri-tech and bring forth ideas for awareness and possible solutions of any concerns.

KFB President Mark Haney said agri-technology really isn't new but putting it to use in all areas of the industry has presented its own set of challenges.

"From getting adequate broadband coverage to every last farm, to learning how to apply new marketing techniques, to meeting the educational needs related to this type of technology, there is much work to be done in order to make agri-tech usable throughout the industry, especially as it relates to production agriculture," explained Haney.

One of the first moves from coalition members was to introduce the Kentucky Production Agri-Tech (KPAT) Initiative, complete with a white paper detailing the group's thoughts and concerns related to agricultural technology, particularly those related to

production agriculture.

KFB Federation Executive Vice President Drew Graham, who has taken the coalition lead for KFB, said the initiative is necessary to ensure those involved in production agriculture are involved when any agri-tech projects or programs are considered in Kentucky.

"As our farm families become more dependent on technology to run their operations efficiently, we must have a seat at the table when initiatives are being discussed," he said. "This coalition has come together to speak with one voice about the technology issues production agriculture faces on a day to day basis."

Graham emphasized that in addition to voicing concerns, the coalition will also work together to offer solutions to agri-tech related issues.

"We're not just getting together to talk about problems," said Graham. "We are promoting what is already taking place on the farm by way of advanced technology and offering possible solutions to any issues related to it."

One of the first priorities of the group will be to continually advocate for complete broadband coverage throughout the state.

Haney said so much of the technology being used on the farm is dependent on broadband.

"The use of advanced technology on the farm has become as necessary as the seeds we plant when it comes to raising a crop," he said. "It only makes sense that we address the broadband issue early and often."

In addition to broadband, other priority areas for the group include marketing, research, and education.

Coalition members recently sent a signed letter and a copy of the white paper to agricultural and government leaders in their efforts to bring awareness to agri-tech as it currently exists and what is needed to make advanced technology on the farm a reality for all farm families.

Haney said the group will continue to meet regularly to keep apprised of the initiative's progress.

"As we continue to bring this coalition together, we will emphasize that agri-tech initiatives will be more successful when all stakeholders are brought to the table," concluded Haney. "We are poised to connect with any and all such initiatives to ensure future farming generations will be aided by technology on their road to success."

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Evans Orchard and Cider Mill

A Trip to the Farm: An Up-close Look at Kentucky Agritourism

For years, Kentucky families have been making their way to rural areas to explore nearby farms and purchase locally grown foods as part of an industry known as agritourism.

Many of those early venues came in the form of u-pick-only operations, but today's agritourism industry is full of farm destinations that contain a variety of activities for customers.

Sharon Spencer, Director of the Kentucky Department of Agriculture's Direct Farm Marketing Division, said the move toward farm destinations began in earnest nearly 20 years ago, much of it due to investments made by the Kentucky Agricultural Development Board (KADB).

"The funds made available by KADB have been gamechangers for so many of our farm families who were diversifying their operations away from tobacco after the quota buyout took place in 2004," she said. "Since then, we have seen many traditional farming operations turn to some form of agritourism as a way to diversify their operations and

remain sustainable."

As these changes took place, the use of social media and websites became main marketing tools to send information out to the general public.

"Kentucky Farms are Fun" is the Kentucky Proud program for all members in agritourism and offers an interactive website that gives viewers a lot of information about the industry as well as listings of destinations throughout the state.

"The use of the internet has really helped connect the agritourism industry to the general public," Spencer said. "Now, consumers can literally pick up their cell phones and find dozens of farm destinations in a matter of minutes. This marketing capability that is available to these agritourism operations is essential for the growth of the industry."

The local perspective

One of the biggest and best-known agritourism venues in Central Kentucky is Evans Orchard and Cider Mill in Scott

County. The Evans family began to transition their operation from a traditional tobacco and beef cattle farm with the planting of orchard trees in 1995. From there, the family has continued to add to this business every year.

Jenny Evans, who represents the fifth generation on the farm, brought her ag-econ degree and marketing experience to the family operation at a time when marketing from the farm seemed rather new.

"It was kind of the newer way of thinking on the farm, and my specialty in college was more marketing," she said. "I enjoyed focusing more on that side of the business while my dad (Kevan) worked more at the producer end. So, as we began to think of our operation as more of an experience rather than just production, we knew we had to focus on bringing people out to us, where before operations like ours were going to farmers markets, or taking produce to the stores to be sold."

Over the years much has been added to the farm from the small beginnings of

a shed beside the barn, followed by the renovation of that barn into a store and cider mill, to a whole area full of activities for families, including a pumpkin patch. They have even transformed another barn into a wedding venue. Just as the ideas on their farm have grown, so has the industry, Evans emphasized.

"It's definitely an industry that has grown, and so quickly," she said. "We're seeing parents who came here on field trips as children and are now bringing their families out. It's really been great to watch this over time. And for us, it was just kind of a natural evolution and as we grew, we could tell that if we offered our customers something more to do, they wanted to be here and stay here."

Evans also credits much of the growth in the industry to a couple of different reasons, including the fact that some people are far removed from the farm and want to have that experience, and more people are turning to local farms for some of their food needs.

Cathy Otis, who represents a second generation at Jackson's Orchard and Nursery, Inc. in Bowling Green, said agritourism is an important part of their business.

"On our farm, we grow quality fruits and vegetables, teach people where their food comes from, how it's grown, and that all produce has a season," she said. "We allow you-pick on plums, apples, and pumpkins, which are very popular. Our customers love to come to the farm and pick their own produce."

Otis has worked, alongside her parents Bill and Shirley Jackson for 30 years, with the daily operations on the farm. Jonathan Price, Bill and Shirley's grandson, is the third generation of the family to work on the farm. He handles the farm management and production.

Some of the Jackson's agritourism events include a Peach Festival held the first part of July, an Apple Festival, which takes place Labor Day weekend, and a Pumpkin Festival which is held five weekends in September and October. Jackson's Orchard and Nursery, Inc. also has a playground and animal feeding area that is open May through November.

"By far, our most popular event is the Pumpkin Festival where activities include hayrides, a corn maze, and a petting zoo that are enjoyed by the entire family," Otis said.



KFB Farming Footnote:*

Both Evans Orchard and Cider Mill and Jackson's Orchard and Nursery, Inc. are members of the Kentucky Farm Bureau Certified Farm Market program, a directory of farm market operations that are committed to providing customers with locally grown, quality products, and service. Participating markets adhere to program requirements and have developed a reputation for meeting the highest standards of quality, freshness, and market appeal set forth by Kentucky Farm Bureau, an industry leader with over 100 years of agriculture experience. For more information, go to <https://www.kyfb.com/federation/certified-farm-market>.

Marketing in a digital world

One common denominator indicative of most—if not all—agritourism venues is the use of social media and the internet to bring customers in.

While the days of newspaper ads and radio are still around and work well for some, consumers are generally just a touch on their cell phones away from finding nearly every market in the state.

Otis said the reaction from their social media postings has been unbelievable.

"We post weekly about what's going to be happening at the orchard and on this farm. Everything changes weekly," she said. "Every week we're picking a different variety, so we push that information out on our social media with a description of what's going on, our hours, and when special events are taking place. The reactions from customers and the number

of people we reach is really unbelievable."

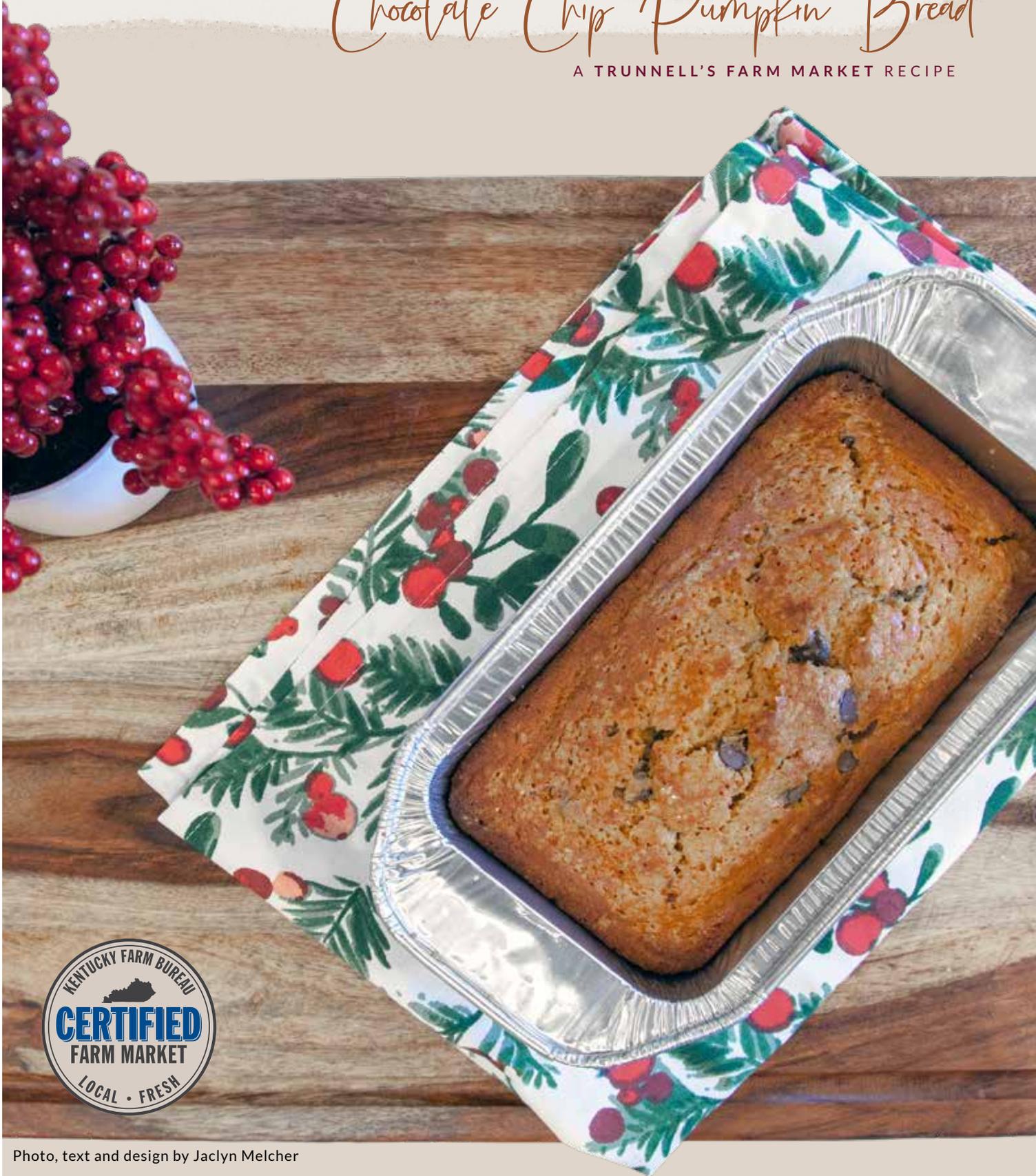
Evans said social media is the only form of advertising they use.

We send out a lot of information through our posts about things that are happening at the orchard, such as events and giveaways," she said. "And that kind of advertising is really our lifeline. We have seen this type of marketing grow and evolve over the years, and we have found it is our most effective way of reaching our customers and those we want to be our customers."

Both Evans Orchard and Cider Mill and Jackson's Orchard and Nursery, Inc. are prime examples of the many farm destinations that are found throughout the state, and if the last 20 years of growth is any indication, this sector of agriculture is sure to grow even more in the years to come.

NANA'S HOMEMADE
Chocolate Chip Pumpkin Bread

A TRUNNELL'S FARM MARKET RECIPE



Photo, text and design by Jaclyn Melcher



HISTORY

Trunnell's Farm Market is family-run working farm with two thriving retail locations. But it didn't start out that way. Before Trunnell's became a name brand in the Owensboro, Ky. area, the "market" was little more than one summer's worth of fresh, sweet corn sold out of the back of a pickup truck.

That was 1989. Since then, the market has flourished—expanding into a sprawling, 1,600-acre operation, with a year-round schedule of activities for the community and hundreds of Trunnell's and regional products for sale. From produce to baked goods, the demand for Trunnell's "farm fresh" products has reached well-beyond the region, and shipments have gone to "probably every state in the Union," according to owner Kevin Trunnell.

Although they've become known for many of their goods, one popular market original remains particularly dear to the owners: the pumpkin chocolate chip bread. Using a special recipe older than the market itself, the bread is made just the way "Nana" used to make it.

"(My mother's) pumpkin bread was a favorite of all the family," explained Julie Trunnell, Kevin's wife. "She made it for us when we were young, and she often had it made in the fall when we arrived home from school! It was always everyone's request."

The market sells Nana's pumpkin chocolate chip bread from autumn through December, and this easy-to-make, scrumptious treat is perfect to have around the house for the holidays. Try your hand at Nana's recipe below, or if you'd rather take it easy this season, place an order at the Trunnell's online store before they're sold-out.



RECIPE

Gather:

- 1 tsp. pumpkin pie spice
- 2 cups granulated sugar
- 1 bag chocolate chips
- ½ cup coarse sugar
- 2 tsp. cinnamon
- 2 cups self-rising flour
- 2 cups pumpkin
- Non-stick spray
- 1 cup oil
- 4 eggs
- Large mixing bowl
- 3 small loaf pans
- Rubber spatula
- Measuring cup
- Teaspoon

Make:

1. Preheat oven to 350 degrees.
2. Add spices, flour, granulated sugar, oil, and pumpkin to large mixing bowl. Stir after introducing each ingredient until mixture is smooth.
4. Add eggs one at a time, folding into mixture.
5. Stir in a decent amount of chocolate chips, reserving some for later.
5. Spray loaf pans.
6. Pour mixture into pans, distributing evenly. Avoid overfilling pans (don't go more than ¾ of the way up the pan).
7. Sprinkle coarse sugar and as many chocolate chips as you would like on top.
7. Bake for an hour.
8. Remove from oven and allow to cool. Once completely cooled, enjoy!

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Anthem Enhanced Choice: A New Healthcare Plan for Kentucky Farm Bureau Members

In keeping with its continued commitment to members, Kentucky Farm Bureau Insurance (KFB) has unveiled a new health insurance plan developed through the organization's relationship with Anthem Blue Cross and Blue Shield in Kentucky.

"Anthem Enhanced Choice" will be available to KFB members by way of their local agents and is the result of an ongoing dialogue about health insurance between the organization and Anthem.

The Anthem Enhanced Choice plans offer affordable coverage for hospital care, preventive care, prescription drugs, doctor visits, mental health, and pediatrics, including coverage of many pre-existing conditions.

KFB President Mark Haney said while developing a product such as this new plan is no overnight task, it is well worth the efforts put forth by all stakeholders.

"Having adequate health insurance options is a priority of this organization and one we have advocated for, over the last several years," he said. "But finding the right fit for our members hasn't been a fast process, nor did we want it to be. We think the new Anthem product is just what we have been waiting for and a win-win for everyone involved, especially those members looking for a better choice when it comes to their healthcare needs."

KFB Insurance CEO and Executive Vice President John Sparrow said having such a great new product for members is symbolic of the way the organization continually looks for ways to help its members.

"At Kentucky Farm Bureau Mutual Insurance Company, taking care of folks all across the Bluegrass State is our number one priority," he said. "We want only the best for our members. With that said, we are very excited to expand our product offerings with Anthem Blue Cross Blue Shield."

Sparrow emphasized the great partnership the organization has had with Anthem for years, and how they have helped give KFB members exceptional coverage and care.

"We have no doubt that this new individual plan will help us provide folks across Kentucky with a top-tier health insurance option," he said.

The Enhanced Choice plans were designed with an eye toward those who don't qualify for a federal subsidy or have access to employer-sponsored health plans, for example because they are self-employed.

Chuck Osborne KFB Insurance Vice President, Agency Support and Marketing said one of the big advantages of this plan is it will be offered all across the state.

"We felt like something was missing in health care for people in Kentucky, and I believe a big part of putting this plan in place was because it could provide coverage in a health plan in all 120 counties in Kentucky," he said. "A healthcare plan such as this is something our members have asked for and needed, and now they've got it."

Another advantage to this plan is there's no open enrollment

time period and members can apply at any time during the year.

Osborne added that KFB has been writing a variety of healthcare insurance for years and Anthem Enhanced Choice is another "tool in the toolbox."

KFB Federation Executive Vice President Drew Graham said he has encountered many members throughout the state who have shared with him their concerns about getting affordable, dependable insurance.

"As I have travelled across Kentucky, it has been a common occurrence to hear from our members how worried they have been over the lack of a good plan that was available to them at a price they could afford," he said. "This new offering from Anthem is just what we needed to provide these members with solid, affordable healthcare. I truly believe this is going to be one of the most important things we have done as an organization for our members."

Some of the highlights of the new plan include:

- Coverage for up to 36 months
- Medically underwritten rates
- Blue Access network that allows participants to have coverage outside of Kentucky
- Medical plans with \$40 copays, \$10 prescription drug coverage, and deductibles as low as \$1,500
- Quoting begins 11/1 for a 12/2 effective date; members can enroll any time of the year

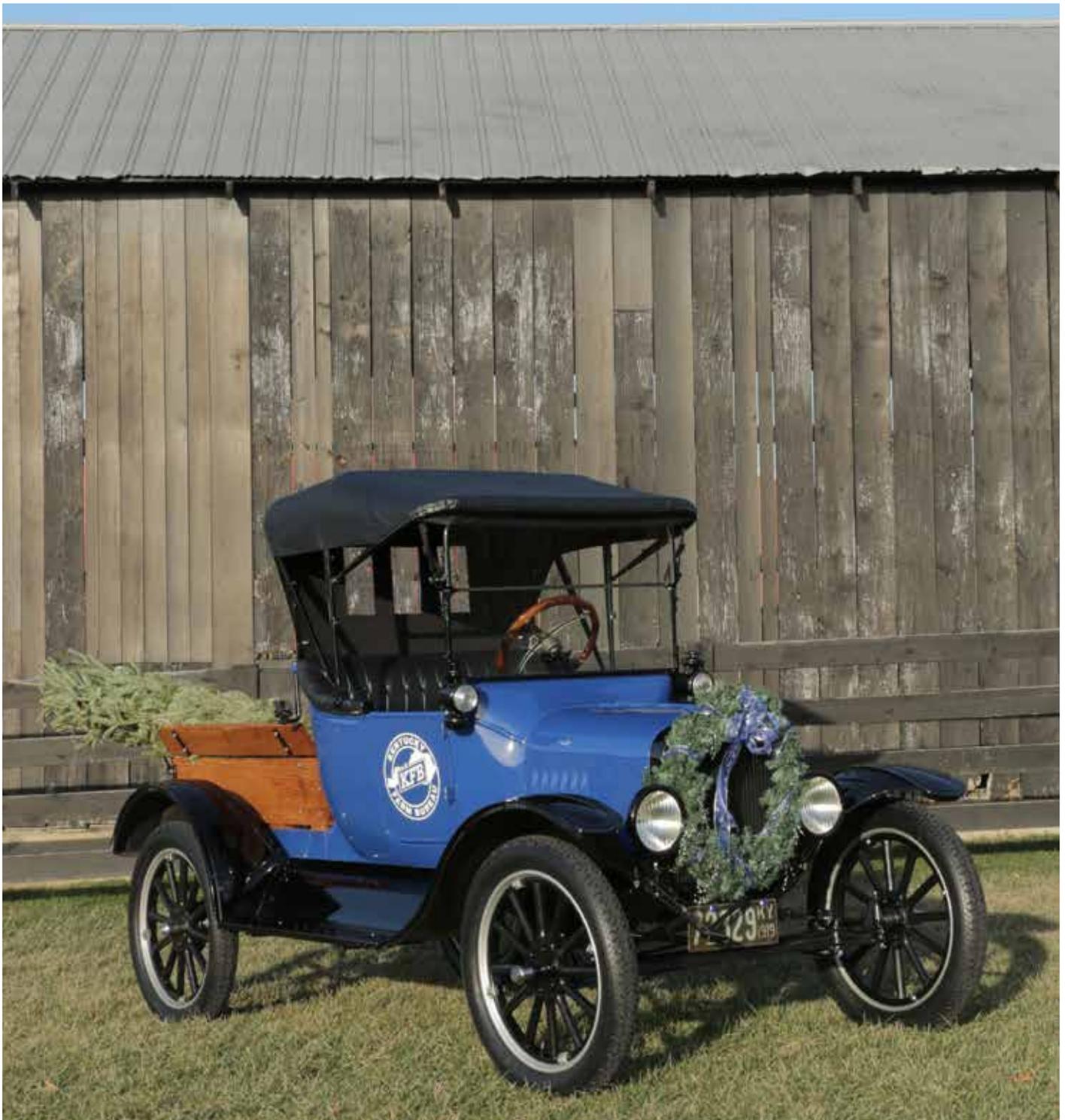
Harry Hayes, Director of Small Group and Individual Sales at Anthem Blue Cross and Blue Shield in Kentucky, explained that in healthcare, one size doesn't fit all.

"In the wake of COVID-19, it became critical to be nimble, adapt and find new ways to provide Farm Bureau members with affordable access to quality care and a simpler health care experience for Kentuckians," he said. "We developed Anthem Enhanced Choice specifically to meet these needs."

Hayes also noted the great relationship Anthem and KFB have enjoyed over the years and how valuable such relationships are for both organizations.

"The Anthem Blue Cross and Blue Shield and Kentucky Farm Bureau partnership dates back to 1979 when our organizations partnered to develop affordable healthcare insurance options for Kentucky Farm Bureau members," he said. "As Farm Bureau members' needs have changed over the past four decades, so have our joint programs and services. It's a partnership all of us at Anthem are exceptionally proud of. Once again, as we face 2020's challenges together, we've worked to offer a new option for members. Anthem and Kentucky Farm Bureau are both leaders in their respective industries with a deep commitment to building healthier lives and communities in Kentucky. Together, we can do more for Kentucky than either of us could do separately."

For more information, contact your local Kentucky Farm Bureau Insurance agent.



The Story Behind KFB's 100th Anniversary Model T Truck

**While COVID-19 may have slowed down the use of this unique vehicle,
it is far from being put on the antique shelf**

By: Kelsey Thomas

It has been just a year since Kentucky Farm Bureau (KFB) celebrated its 100th anniversary. Many special events took place in the months leading up to that milestone annual meeting held last December, but perhaps the most visible part of that celebratory year was the introduction of a fully restored 1919 Model T truck, complete with the KFB logo and trademark blue color. It was first introduced to members at the 2018 annual meeting.

In the months that followed, the KFB 100th Anniversary Model T truck was busy putt- putt- putting its way across the state. Throughout 2019, it visited dozens of Kentucky counties, festivals, fairs, and events—from the Hillbilly Days Festival in Pike County to the Washington County Sorghum Parade to the official Beef Appreciation Day in Shelby County.

It was undoubtedly a busy inaugural year for the historic vehicle, but, naturally, things came to a halt in 2020 with the onset of the coronavirus pandemic. Suddenly, the restored Model T found itself all dressed up with nowhere to go.

One day, with hope that the Bluegrass State's fairs and festivals will eventually re-emerge, so will KFB's Model T. In the meantime, let's take a look at how the vehicle made its way from a barn in rural Odell, Illinois, to its new home at KFB.

Finding the perfect fit

Back in early 2018, KFB's leadership team was brainstorming ways to celebrate the organization's upcoming 100th anniversary.

"It's a unique privilege for an organization to be able to celebrate 100 years," said KFB President Mark Haney. "As we were approaching our centennial year, we knew we wanted to celebrate in a very special way. We were bouncing ideas back and forth and the next thing you know, we're thinking about getting a Model T from KFB's first official year, 1919."

The timeline was aggressive, knowing that the vehicle would need to be found and restored ahead of KFB's Annual Meeting in December 2018. After searching around the region and visiting many properties full of collectibles, the winning Model T was found six hours from Louisville, in a barn in Odell, Illinois. The roadster was in decent condition—it even ran—but was in need of several repairs to give it the sparkle it has today.

Renovation

"Just as KFB has stayed true to its roots over the past 100 years, we wanted the restoration process to unveil a vehicle that honored its original glory," said KFB Insurance Executive Vice President & CEO John Sparrow. "We were so excited about this project and wanted to work with the right partners to bring the vision alive together."

Enter BJ and Casey Miller, a husband and wife duo from Ron's Machine Shop in Shandon, Ohio. The shop, owned by BJ's father,

"Just as KFB has stayed true to its roots over the past 100 years, we wanted the restoration process to unveil a vehicle that honored its original glory."

Mark Haney

Ron, specializes in antique engine rebuilds, specifically in Model Ts and Model As.

"My wife's family lives in Somerset, and we were out at Haney's Appledale Farm, and that's where we met Mr. Haney," Miller said.

As they began chatting, Haney shared with him that KFB was soon celebrating a 100-year anniversary and that they were hoping to restore a 1919 Model T. BJ has restored hundreds—maybe even thousands, he says—of Model Ts. He was undoubtedly the right person for the job.

"I have a picture of me driving a little Model T race cart when I was three years old," Miller said. "I grew up working on Model Ts. When I was probably 10 or so, I started putting my first one together."

He was thrilled to be a part of the special project.

Though the Model T KFB had purchased was in running condition, its restoration list was long. The vehicle needed a lot of updates, including a new engine, upholstery, headlights, and restorations to the front- and rear-end. With so many parts to restore, it was important to BJ that the truck maintain its 1919 charm.

"We tried to keep everything very authentic," he said. "It helps preserve the history and advertises Model Ts for the future."

Even the license plates are true to the time period. Once the renovation process was complete, the finishing touch was a pair of front and back plates original to 1919, which were purchased from a collector in New Albany, Indiana.

Miller had the honor of delivering the truck to be unveiled at KFB's 100th Annual Meeting at the Galt House Hotel in downtown Louisville. Though driving a Model T is nothing out of the ordinary for him, driving it through a historic hotel is.

"I got to drive it right down the big fancy hallway," Miller said. "I'll never forget it."

Continued on Page 24

KFB Farming Footnote*:

While current regulations have halted many of the events in which the KFB Model T truck would have been present, it's life on the road is far from over, noted KFB President Mark Haney.

"When we decided to bring this Model T truck back to life, part of the thought process was to continually utilize it in as many ways as we could," he said. "As soon as life gets back to some normalcy, we do plan to continue the use of this very unique vehicle and we look forward to getting it out to as many events as possible."

Miller said he and the crew were impressed by the organization's idea to honor its 100th year with a 100-year-old truck.

"We always have a good time working on projects, but this was a really neat one with getting to know Kentucky Farm Bureau and everybody that works there," Miller said. "Everybody was so nice, and it's a really neat organization. Even though it's a big company, it really felt like a family organization."

Traveling and what's next

With a top speed of 45 mph, traveling the state wouldn't exactly be an enjoyable Sunday cruise – so how does this thing get around? Like all good show vehicles, the Model T is hauled from event to event in an enclosed trailer.

Once there, Dwight Greenwell, KFB's official Model T driver, takes the wheel. Greenwell recently retired as a lifelong employee of the KFB Federation, but he happily took up the opportunity to drive the Model T part-time. Driving the antique truck is much more involved than sitting behind the wheel in one of today's vehicles, so Greenwell had to undergo some additional training to master the "T."

"I didn't really know what to expect. It's different. It's almost backwards," he said. "There are little tricks you need to know about it. It's definitely really unique to drive."

He said that back when he was visiting fairs and festivals on a weekly basis, the Model T always served as a great conversation starter.

"When you're sitting with the old Model T, so many people will come up with stories of their own to share ... like their granddad used to have an old Chevrolet or they have a neighbor down the road that is restoring a car. It is a great conversation piece," he said.

While we can't predict when life will go back to a semblance of what it once was, KFB is excited for the day that its Model T can hit the pavement again at different fairs and festivals around the state.

"We built that car to drive," Miller said. "We're hoping that KFB can drive and enjoy it for many years to come."

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Cherish that Present Moment

While each day of our life is a journey, may we always stop to appreciate the moment we are in.

The past, no matter what scars it has left with us, is to be remembered but not dwelled upon.

While hopeful in the future, we can't foresee what events will help or hinder us,

and therefore, we should not be worried of what is to come.

But rather, cherish that present moment, taking full advantage of the beauty that is around us,
the family and friends who support us, and the knowledge that the day we have been given is a gift

to be thankful for and cherished.





CANDID CONVERSATION

KFB Candid Conversation presents a discussion about the topical issues related to KFB priorities, the agricultural industry, and rural communities, in a question and answer format.

In this column, Alyssa Cracraft, the Kentucky Family Career and Community Leaders of America (FCCLA) State President discusses her involvement in the organization, benefits of being involved in FCCLA, and the challenges and opportunities she, as a student, has faced in 2020.

Would you share with our readers a little about yourself and how you became involved in FCCLA?

My name is Alyssa Cracraft, and I am currently a senior at Mason County High School in Maysville, Kentucky. I have the honor and privilege of serving as the 2020-2021 President of the Kentucky Association of Family, Career, and Community Leaders of America. I joined FCCLA as an 8th grader and had the opportunity to attend the Phase O.N.E. (Official Navigating Experience) conference at the University of Kentucky. This experience introduced me to the organization and all that it had to offer. I became more actively involved as a freshman when I took my first Family and Consumer Science class, where my teacher, Mrs. Shannon Roberts, was also the FCCLA advisor. After presenting a speech in my FCS Class, Mrs. Roberts encouraged me to join FCCLA and compete in STAR Events, where I could put my public speaking skills to use. Ever since joining the organization I have been hooked, looking to explore more opportunities that FCCLA has to offer.

Would you tell our readers a little about FCCLA as a state and national Career and Technical Student organization?

The Family, Career, and Community Leaders of America Career and Technical Student Organization (CTSO) was founded in 1945. It was originally known as FHA,



Kentucky FCCLA State President Alyssa Cracraft

Future Homemakers of America. Kentucky was the first state charter and this occasion (was celebrated) on Charter Day November 23, 2020. Nationally, FCCLA is a student organization that serves more than 175,000 middle and high school students from 50 state associations, Puerto Rico, and the Virgin Islands. Kentucky currently has 5,579 members from 120 affiliated chapters. FCCLA helps members develop real world skills, as our

mission is "To promote personal growth and leadership development through Family and Consumer Sciences Education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation." Kentucky FCCLA has been very active on the national level

for the past 75 years. Currently, two Kentucky FCCLA members are serving as national officers. Ms. Hannah Jones from Powell County is serving as the National First Vice President, and Mr. Logan Justice from Fayette County is serving as the National Vice President of Membership. Advisor, Mrs. Shannon Roberts of Mason County is currently serving her second term on the National Board of Directors. This year, National FCCLA inducted 74 members into the Hall of Fame, four of which were from Kentucky. These include Leslie Watkins, a retired teacher from McCracken County, Angela Gott, a retired teacher from Metcalfe County, Kayla Godbey, Family and Consumer Sciences State Supervisor from Boyle County, and Reeca Carver, KY FCCLA State Advisor from Franklin County.

What are some of the benefits you have experienced being involved in the organization?

My experiences since joining FCCLA have benefited me in so many ways. Through competitive events competitions I have strengthened many necessary skills and grown to be a more confident leader, including collaboration, time management, and teambuilding. Additionally, I have had the opportunity to travel and network all over the United States, creating many lifelong friendships with members across the country. By being a state officer, I have benefitted from the Stephen Covey Leadership Training, which works through modules to help strengthen lifelong leadership skills. Overall, because of FCCLA, I feel more prepared to live a successful life after high school.

What are some of your duties as State FCCLA President?

As a state officer for Kentucky FCCLA, officers are required to work together as a team in order to provide the best experiences and opportunities for our members. Specifically, as the President of the Kentucky Association of the Family, Career, and Community Leaders of America, my main duties are to provide leadership to our 5,579 members and nine fellow state officers. I assist fellow state officers in their duties and provide them with guidance when needed. As President, I preside over all official business meetings and serve as a member of the Kentucky FCCLA Advisory Board. It is my goal as

State President to be impartial and serve our organization with enthusiasm.

How has COVID-19 challenged you educationally and as a leader in a state student organization?

Along with many students across the nation, COVID-19 has challenged me both academically and as a leader. Academically, I have had to learn to adapt to a 100% virtual environment, before we were allowed to transition into a hybrid-model for in person instruction. As a leader for Kentucky FCCLA, the State Executive Council and I have been challenged to continue to provide The Ultimate Leadership Experience for our members, despite our inability to gather in person. The uncertainty of COVID-19 has made planning for future events, such as the 2021 State Leadership Conference, extremely difficult. Regardless, we will recognize and celebrate our members for their hard work and dedication, whether that be virtually or not.

Have you experienced opportunities because of the restrictions that have been in place due to the pandemic?

Although challenges have been present due to the restrictions and guidelines of COVID-19, I have experienced many opportunities that I might not have if it weren't due to the pandemic. For example, on October 27, 2020, the Kentucky, Michigan, and Ohio FCCLA Executive councils came together to provide our members with the first virtual Tri-State Officer Development Training. At this one-day virtual conference, members of the tri-state area had the opportunity to listen to a keynote speaker, watch informational RedTalk videos, be trained on the duties of their specific office, and network with members of the executive councils. COVID-19 inspired the leaders of three state associations to think outside the box and provide our members with something new and exciting during the midst of a global pandemic.

What do you tell other students who may be interested in joining FCCLA?

When speaking to students who may be interested in joining FCCLA, I am sure to inform them of all the opportunities that this organization will present to them. From building life-long friendships, traveling across the nation, participating

in community service activities, and opportunities to strengthen and build your resume, FCCLA has something for everyone to enjoy and benefit. This organization has the power to change their life, just as it has done for mine. FCCLA is "The Ultimate Leadership Experience"!

In all the time you have been involved, is there one FCCLA experience that stands out in your mind?

The most incredible moment I have experienced throughout my time in FCCLA would most definitely be being named as the State President. Knowing that my hard work, preparation, and dedication to the organization had paid off was amazing. It was exciting to know that I would have the privilege to have a direct impact on our state association by serving the organization and its members. By achieving this, I realized that despite strange or unexpected circumstances I am still able to persevere and accomplish the goals I have set for myself. This experience has given me the confidence to continue to meet the goals I set for myself in the future. I hope that during my time in office, I am able to inspire members to set and accomplish goals for themselves.

As you look toward the future, what advantages do you feel you have because of the time you have spent in FCCLA?

Although I am not completely sure what I would like to do after high school, FCCLA has allowed me to realize that I want to have a career in a field that I can actively be of service to people and help them with their needs. The skills I have gained through my time in FCCLA have made me into a confident student and future employee. My public speaking, interpersonal communication, and networking skills have all been strengthened and therefore will be an advantage to me. Through the relationships I have built and people I have met, FCCLA has provided me with a network of resources that will help me in my career decisions and success for the future.



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Down the Backroads

By Tim Thornberry

Family is a Verb

I, like so many others at this time of year, have a tendency to think about the past, especially events associated with the holiday season. Some of my favorite memories have taken place in December.

In fact, those memories of the past seem even more valued than ever before. From my earliest recollections to adulthood, I have stored away these remembrances and call them up every year when the wind turns colder and the days get shorter.

For instance, I recall the many local hunting trips I took with my dad once the leaves fell and before the snows came. He always let me have the first shot, even though he knew I would miss more often than not. One year at Christmas, I found a brand-new shotgun under the tree. I was so excited, and it served me well on those future hunting excursions.

Then there was the year my brother and I got matching "stingray" bikes. They were green with shiny seats and high handlebars. We rode those bikes until the wheels literally fell off.

Those Christmas mornings were always so special, and my parents made sure there were plenty of presents to go around.

I never realized until later in life how many times they had to struggle to get those presents. My mom was a stay-at-home mom raising three children and taking care of the household. My dad was the "breadwinner" for the family, often working two jobs. And while he always served as the leader of our family, I knew Mom was the boss.

It was an arrangement that worked well for more than 50 years. But the greatest gifts we got from them had nothing to do with material items, although the bike and shotgun were hard to beat!

The gift of family was far more valuable than any present under the tree. It was the practice of going together to get that tree that served as the real present. It was taking turns taping up all the Christmas cards that came in the mail around the doorway that provided more excitement than unwrapping a box. It was gathering around the table to enjoy a feast together that proved to be

more lasting than those gifts they worked so hard to get.

And families aren't just moms and dads and their children. Families are people who love and respect each other even when they don't have the same blood running through their veins. Family is a feeling, it's a verb; it's not just who you are, it's what you do.

A family loves and supports each other no matter what the world throws at us. With that said, I have a huge family and while I could never fit them all in my house, I will still have them with me. I will have them with me always.

Even though my parents are no longer with us, I still get a present from them every year because they gave me that gift of family. May we all remember the family moments we have collected, as we travel down the backroads.



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