

Idaho's First Charter School Devoted to Agriculture



**Big Potato
Truck, 12**

**New drought
tool, 14**

**Farmland
values keep
rising, 31**



Preparing Farm Bureau leaders for the future

The challenges and opportunities facing agriculture today are constantly changing.

Markets shift, new policies are proposed, and consumer expectations continue to evolve.

Keeping up with everything that affects agriculture can feel like a full-time job on top of the one farmers and ranchers already have: producing the food, fuel and fiber America depends on.

That's why I'm proud that Farm Bureau is

continuing to invest in resources that help our members stay informed, grow as leaders and prepare for what's ahead.

Earlier this month, we launched Farm Bureau Intel, a new resource designed to deliver timely, easy-to-understand insights on the issues shaping agriculture.

Farm Bureau Intel covers three categories—markets, policy and consumer—to go beyond the headlines and explain what the latest developments mean for farmers and ranchers.

See **DUVALL**, page 6

The President's Desk

By Matt Dorsey

President, Idaho Farm Bureau Federation



Help the public understand farming

During Idaho Farm Bureau Federation's annual summer conference, Sen. Kelly Anthon dropped a stunning fact: Since 2000, the state's population has grown more than 50 percent.

He shared that fact to reinforce the main point of his presentation: As the state's population soars, Idaho farmers and ranchers need to be engaged on the issues more than ever and share their stories with a public that is far removed from agriculture but hungry to learn

more about where their food really comes from.

Anthon, the President Pro Tempore of the Idaho Senate, introduced himself to Farm Bureau members as a "Declo farm boy" and said the Idaho Legislature used to be full of farmers and ranchers like him who were born and raised on a farm. Sadly, that is no longer the case.

"I'm the unicorn now," he said.

See **DORSEY**, page 7

Inside Farm Bureau

By Zak Miller

CEO, Idaho Farm Bureau Federation



Judgment and Justification

Everyone who competes in judged events knows the frustration that comes with results resting on one person's opinion. Add children and grandchildren to the mix, and the emotions only rise.

It can be maddening to watch an entire competition — all the work, practice, coaching, and training — come down to a decision you don't agree with. Unless the judge chooses you, the result is hard to accept.

As I watch more of these events, I've grown to appreciate the reasons a judge offers for a

placement. In livestock judging, we expect the judge to justify why the class was placed the way it was.

A good or bad set of reasons doesn't change the final ranking, but it changes how the ranking lands, adding excitement for the winner and offering encouragement to everyone else.

A good judge can place a class and name a winner. A great judge can explain, clearly and compellingly, why. And a truly exceptional judge can help the contestants who didn't win

See **MILLER**, page 6

President..... Matt Dorsey, Caldwell
Vice President..... Doug Barrie, Idaho Falls
Executive Vice President/CEO Zak Miller

BOARD OF DIRECTORS

Kyle Wade Downey
Jason Fellows Weston
Kimberly Hobbs..... Franklin
Travis McAfee Howe
Alan Clark Menan
David Philps..... Challis
Darren Taber..... Shoshone
Rick Pearson Hagerman
Paul Marchant..... Oakley
Cody Chandler Weiser
Galen Lee New Plymouth
Tristan Winegar Weiser
Marjorie French..... Princeton
Tom Daniel Bonners Ferry
Tom Mosman Craigmont
Mitchell Searle Burley
Tess Zollinger..... Preston

STAFF

Executive Assistant Cara Dyer
VP of Organization Justin Patten
Operations Assistant Elly MacDonald
Director of Member Benefits Betty Inskeep
Project Manager Ott Clark
Accountant Jonny Lawson
Member Relations Assistant Grace Hanning
Dist. I Regional Manager Kylee Urie
Dist. II Regional Manager Camron Hammond
Dist. III Regional Manager Zack Lanier
Dist. IV Regional Manager James Gallacci
Dist. V Regional Manager Bob Smathers
Dist. V Regional Manager Megan Parnell
VP of Governmental Affairs Russ Hendricks
Director of Government Affairs Braden Jensen
Governmental Affairs Representative Dexton Lake
Boise Office Manager..... Anna Rose Byers
VP of Information Joel Benson
Communications Manager Kristy Lindauer
Director of Publications Sean Ellis
Videographer Jacob Christensen
Videographer Paul Boehlke

Printed by: Adams Publishing Group, Pocatello, ID

GEM STATE PRODUCER

USPS #015-024, ISSN #1542-7110, is published monthly except the four months the Quarterly runs by the
IDAHO FARM BUREAU FEDERATION,
275 Tierra Vista Drive, Pocatello, ID 83201.

POSTMASTER send changes of address to:
GEM STATE PRODUCER

P.O. Box 4848, Pocatello, ID 83205-4848.
Periodicals postage paid at Pocatello, Idaho,
and additional mailing offices.
Subscription rate: \$6.00 per year included
in Farm Bureau dues.

MAGAZINE CONTACTS:

Idaho Farm Bureau Federation
EDITOR (208) 239-4292 • ADS (208) 239-4384
E-MAIL: seanellis@idahofb.org
ADS: advertising@idahofb.org
web: www.idahofb.org

COVER: Sue Lux, left, and Kelsey Williams will be the executive director and director of agriculture programs at a new charter school that focuses on agriculture. See page 4 for story. Photo by Paul Boehlke



Photo by Cunningham Pastured Meats

Ranchers, farmers and others have been significantly impacted by this year's severe fire season, which has included the Big Grass Fire, shown here, which burned more than 570,000 acres in Idaho and Oregon. A future edition of the Idaho Farm Bureau Federation magazine will take a look at some of the impacts wildfires have had on ranchers and others.

Table of Contents

4	New charter school to focus on agriculture
10	Total Idaho farm acres down slightly
12	Big Idaho Potato Truck still draws crowds nearly 15 years later
14	U of I developing drought-planning tools for irrigators
18	The Rise of Digital Storytelling
22	Farmers encouraged to share their stories
24	How forests grow: Structure
27	Idaho is Big Ag
28	Naturally occurring mutation could help boost wheat yields
29	Idaho Barley Commission welcomes new commissioner
30	Idaho set a record for ag export value in 2025
31	Farm real estate, cropland values keep rising
32	U of I planning symposium for fresh potato industry
33	Ag teacher shares tips on education outside the classroom
34	Classifieds

New charter school to focus on agriculture

By Sean Ellis

Idaho Farm Bureau Federation

BOISE – Coming soon to Canyon County: Idaho's first charter school dedicated to turning out agriculturally literate students prepared to enter the industry's workforce.

The target date to open is 2028, according to Sue Lux, who is leading the charge to open the tuition-free public charter school, which will be known as Idaho AgriTech Academy.

Idaho agriculture leaders want a talent pipeline and AgriTech plans to help provide it, she said.

The goal of the school will be simple: Turning out employees and leaders of Idaho's main industry – agriculture.

"We want to develop the leaders of the state's agriculture industry," Lux said. "We want to set the kids up to do anything they want in agriculture. They can go right into the workforce or they'll be well equipped for post-secondary programs."

Lux is a graduate of Leadership Idaho Agriculture, the state's premier ag leadership program that seeks to educate and equip a network of leaders who advocate for Idaho agriculture.

The AgriTech idea was pitched to Lux by Bluum, which is partly funded through the Joe and Kathryn Albertson Family Foundation and specializes in charter school incubation.

"This idea was born about a decade ago and they've been working on it, looking at different angles and exploring it," said Lux, who is now spearheading it. "Idaho agriculture deserves a school built for its future."

The charter school was approved unanimously by the Idaho Public Charter School Commission in April.



Photo by Paul Boehlke

Idaho AgriTech Academy, a charter school, will be dedicated to turning out employees and leaders of Idaho's main industry – agriculture. Sue Lux, left, and Kelsey Williams will be the executive director and director of agriculture programs at a new charter school that focuses on agriculture.

This is the school's mission statement: Idaho AgriTech Academy equips students with the knowledge, skills and entrepreneurial mindset to thrive in modern agriculture through hands-on learning, community partnerships and a rigorous STEM-integrated curriculum."

Idaho Barley Commission Communications Manager Sydney Anderson said she is excited about the new charter school because teaching the next generation where their food comes from and how natural

resources are managed creates informed citizens and future leaders.

"As Idaho continues to welcome more families from urban areas, agricultural literacy is more important than ever," she said. "As a leading agricultural state, Idaho has an incredible opportunity to lead the nation in agricultural education. Idaho AgriTech Academy is an exciting step toward preparing students for meaningful careers and strengthening our state's future."

When Anderson went through Lead-



IDAHO AGRITECH Academy

agricultural experiences as part of their graduation requirement. FFA will be heavily integrated in the school.

Lux, who has worked in the charter school arena for 25 years, said the school will be looking to create partnerships with different segments of the state's agriculture industry.

When they graduate, AgriTech students will be well-equipped to participate in Idaho's agriculture industry, Lux said. "We don't want to send kids out that are not ready. We really want to create agricultural-literate students."

The idea is to open the first year with grades nine through 11 and then add 12th grade the second year. The school is looking at having 300 students the first year and 400 the second year.

Lux said the idea behind AgriTech is to give students a well-rounded education centered around the agriculture industry, but the school will also focus on helping students develop leadership and communication skills.

"We are also going to focus on those soft skills that are a little bit missing," she said. "Being able to talk to people, being able to talk in front of people, being able to pick up the phone and call somebody instead of just texting."

People can find out more about AgriTech at idahoagritechacademy.org.

Lux said AgriTech supporters are seeking community input on what should be included in the school. She said they are also forming a technical advisory committee and would like industry people to tell them what the needs and challenges are for the agricultural labor market.

Once the AgriTech idea gets ironed out, "I could see it expanding into other regions of Idaho," Lux said. ■

ership Idaho Agriculture, she wrote and presented a speech to the governor on the need for more support within agriculture education.

"Agricultural education has had a profound impact on my own life, opening doors to opportunities and a career I'm passionate about," she said.

Lux said she was surprised to discover there are no charter schools in Idaho dedicated to agriculture and she jumped at the opportunity to create the first.

Planned career pathways at AgriTech Academy will include animal and veterinary sciences; agribusiness and entrepre-

neurship; horticulture and plant sciences; ag mechanics, welding, and precision ag; STEM-focused coursework connected to agriculture.

Lux said pathways could evolve based on student interest and community partnerships.

"We'll branch out further from there, but that's where we're starting," she said.

Supporters of AgriTech are partnering closely with the College of Western Idaho and are seeking a location around the Nampa-Caldwell area.

AgriTech students will be required to do internships, externships, and supervised

Continued from page 2

Whether you're trying to understand what's driving commodity markets, how a policy proposal could affect your farm, or what consumers are thinking about food and agriculture, these insights from our staff experts are designed to help you make more informed decisions.

Having reliable information is important. Knowing how to turn that information into action is just as important. That's where Farm Bureau University comes in.

It gives members access to online courses they can complete whenever it fits in their schedule, whether that's at the kitchen table after supper or during a break in the tractor.

The courses are designed to help farmers and ranchers strengthen their leadership, communication and advocacy skills while balancing the demands of farm life.

For members who want to take their leadership a step further, Farm Bureau Campaign School provides nonpartisan training on what it takes to run for

'Farm Bureau's greatest strength has always been our grassroots members. Every county leader or young farmer willing to step up makes this organization stronger.'

public office. At the request of state Farm Bureaus, our staff brings these workshops directly to farmers and ranchers across the country.

Over the past four decades, thousands of graduates have completed the program, and 82% have gone on to win elected office.

Those results are pretty impressive, but what excites me even more is seeing Farm Bureau members step forward and give back to their communities through public service.

These are just a few of the ways Farm Bureau is helping farmers and ranchers build the knowledge, skills and confidence to lead, both on the farm and beyond it.

Farm Bureau's greatest strength has always been our grassroots members. Every county leader or young farmer willing to step up makes this organization stronger.

Preparing agriculture for the future isn't just about solving today's challenges. It's about investing in the people who will lead tomorrow.

The decisions that shape agriculture aren't made by chance. They're shaped by informed, engaged leaders who are willing to step up and speak on behalf of farmers and ranchers.

Helping develop those leaders today is one of the best investments we can make in the future of agriculture. ■

MILLER

Continued from page 2

understand the decision, and even begin to agree, however grudgingly.

If these words sound less like observation and more like therapy for my family's occasional euphoria, and more frequent disappointment, at a judge's decisions, you would be right. But there is something larger here.

In life, each of us is the expert on ourselves; no one is better at being you. Even so, there are moments when what you do comes into question, and into judgment.

Since this magazine is published by Farm Bureau, an agricultural organization, let's put that idea to work. Consider the excellence of a farmer or rancher, and the conflict that arises when a consumer does not understand their practices.

The consumer is the judge. They choose the winner with every purchase, and just like in the show ring, they get to be as wrong as they like. But something changes when a dialogue opens between the farmer and the consumer. Both sides offer reasons: the farmer justifying their practices, the consumer justifying their choices.

The consumer still crowns the champion at the checkout —

sometimes our farmer's product and the philosophy behind it, sometimes someone else's.

Consumer choice can be maddening, leaving a farmer wishing for a different outcome, or at least a fair explanation. You cannot force a consumer to choose you, but by explaining what you do and why, and by trying to understand consumers' judging reasons, you stand a better chance of winning the next purchase. Just as in the ring, we may not like this year's result, yet good reasons can help us earn a better one next time.

The reverse is true as well. A judge who gives good reasons invites good questions. Even if a farmer cannot change a consumer's mind today, honest reasons may open the door to hearing why they judge as they do. You may not win the day, but you can prompt reflection that changes a view later.

Good judges see what others miss and choose the best. The greatest give reasons so compelling that even a skeptic agrees in the moment and may come around in time. May we all appreciate the good judges, and emulate the best, using our words to explain our practices in ways others can accept — if not today, then in time. ■

Continued from page 2

His main point was that things are changing in Idaho, quickly, and farmers and ranchers need to be willing to be engaged in the important issues and also share their stories with a public that is eager to learn more about agriculture.

It's up to farmers and ranchers to tell and show the state's newcomers the real story of agriculture, Anthon and other guest speakers said during Idaho Farm Bureau's annual Summer Leadership Conference.

Matt Todd, host of the Boise-based Ranch Podcast, told Farm Bureau members that the public is hungry to know more about how their food is produced and social media is a great way to show them.

"People want to know about eggs; people want to know about potatoes. Get out your phone and show them," he said. "The American people want to hear from you. Help them understand who you are (and) what you are doing."

During the summer conference, Farm Bureau staff and others offered tips on how farmers can film a short video and

'Imagine if every farmer and rancher in Idaho, through the use of social media, shared a little about their operation with the public and was willing to answer some follow-up questions.'

share it on social media. Suffice it to say that it's not rocket science, with the main goal being to tell people a little about your operation and how you produce food.

During his presentation, Anthon reminded Farm Bureau members what they already know: Agriculture built this state and is the lifeblood of Idaho.

It's up to us to make sure it stays that

way. I encourage each of you to be engaged on the issues as much as is possible for you.

I also urge you to help tell the public the true story of how their food is produced. If you don't tell them, someone else will and that someone else may not have agriculture's best interest in mind.

There are 22,000 farms and ranches in Idaho, according to the Census of Agriculture. Imagine if every farmer and rancher in Idaho, through the use of social media, shared a little about their operation with the public and was willing to answer some follow-up questions.

Imagine what kind of impact that would have. I just did some quick math: In order to reach all 2 million people in the state, each farmer in Idaho would need to reach 91 people. I would argue that's doable.

If you subtract the long-time residents who already understand agriculture's role, and the very young children in the state, the math is even more doable.

So what are we waiting for? As Matt Todd said, Get out your cameras and get to sharing. ■



Photo by Joel Benson

Idaho Farm Bureau Federation President Matt Dorsey speaks to attendees at IFBF's annual Summer Leadership Conference.



FALL YOUTH INVESTOR SPECIAL!

To help our hard working Idaho youth learn the importance of investing, now through December 31, 2026, we are offering a special rate debenture note for youth!

- 6.00% APR
- 6 month term
- \$100 to \$5,000 new investment amount
- Only available to Idaho youth under the age of 18
 - Must have an adult listed as co-owner of this investment.
 - Limit of one special rate debenture note per person
 - Must be a resident of the State of Idaho

Now is their time to invest their summer earnings at one of the highest rates currently available!



The offering of Farm Bureau Finance Company debentures are made solely by our offering prospectus, and only to residents of the State of Idaho. These debentures are not FDIC or SIPC insured bank deposit accounts. A copy of our prospectus is available upon request.

CONTACT US AT 888-566-3276 OR VISIT
WWW.FBFINANCECO.COM

LOW INTEREST LOANS FOR IDAHO SOIL & WATER CONSERVATION

3% - 4% - 5%
Terms 7-15 Years
Up to \$600,000



- Sprinkler Irrigation
- No-Till Drills
- Fences
- Livestock Feeding Operations
- Solar Stock Water Pump Systems

swc.idaho.gov

(208) 332-1790

Health coverage that works as hard as you do.

New health coverage
options for Idaho farmers
and ranchers.



Learn more at idfb.info/HealthPlans
or by scanning the QR code.

© 2026 by Blue Cross of Idaho, an independent licensee of the Blue Cross and Blue Shield Association





The people who count on you don't need you to have superpowers, just a plan for their future. Life insurance helps shield your loved ones from financial uncertainty, protecting the life and dreams you've built.

Coverage may be available for **as little as a dollar a day**, so whether you're looking for a first policy or need to add more coverage, we can help.

Contact your Farm Bureau agent today.



Individual eligibility for all product promotions is subject to underwriting review and approval. Estimated premium payment is for 20-year Income Guard Term Life Plan; Standard; 30-year-old Male or Female; Non-Smoker. Amount is for demonstrative purposes only. Contact your Farm Bureau agent for a quote on your actual monthly premium payment. Farm Bureau Insurance Company of Idaho/Pocatello, ID. Farm Bureau Life Insurance/West Des Moines, IA. LI221 (7-26)



Photo by Pamela Payne

Idaho crop acres are down slightly this year.

Total Idaho farm acres down slightly

By Sean Ellis

Idaho Farm Bureau Federation

POCATELLO – Idaho farmers planted slightly fewer acres this year than they did last year, but there will still be plenty of food produced in the state this year.

Early production estimates by the U.S. Department of Agriculture are starting to trickle in and they show a near-normal year in Idaho in terms of total agricultural commodities produced in the state. However, more acres than normal were left fallow this year, and it remains to be seen how this year's tough water situation will ultimately affect crop production.

According to USDA's June 30 crop acreage report, Idaho farmers planted 4.03 million acres of "principal crops" this year. That's down less than 1 percent from 4.056 million last year.

Principal crops include corn, potatoes, wheat, barley, oats, dry

edible beans, chickpeas, sugar beets and canola, which are all grown in Idaho. They also include rice, soybeans, peanuts, sunflowers and cotton, which are not grown commercially in Idaho.

A March 31 "planting intentions" report by USDA estimated Idaho farmers planned to plant 4.16 million acres of principal crops this year. That report was based on what farmers during the first two weeks of March said they planned to plant this year. The June 30 report more closely shows what they actually planted.

In the coming months, the impact that this year's tough water situation had on overall crop production will become clearer.

As the state's water outlook continued to worsen this spring, some Idaho farmers obviously chose to plant fewer acres in 2026. According to the Idaho Farm Service Agency, there were 89,633 "prevented plant" acres in the state this year. That's up significantly from 10,644 prevented plant acres last year and substantially up from 4,882 in 2024.

However, it's not a record for prevented plant acres in Idaho. The total in Idaho in 2022 was 100,409.

Prevented planting acres are farmland that can't be planted with an insured crop due to weather, such as moisture, floods or drought. This year's prevented planting acres in Idaho were caused by both too much and too little water.

In southern Idaho, a decent amount of farmland was not planted this year because of the state's tough water year. Sugar beets are an example.

According to Holly Luna, communications manager for Amalgamated Sugar Co., about 6,000 acres of sugar beets were not planted company-wide – some in Oregon and Washington but mostly in Idaho – this year because of the water situation.

"It was quite substantial," Luna said about the impact that the projected lack of water in southern Idaho had on sugar beet planting.

In parts of North Idaho, there was too much water.

Lewis County farmer Tom Mosman said he wasn't able to plant a little more than 1,000 acres this year out of a total of 6,000 acres on his farm.

"We didn't plant because it was too wet," he said. "We didn't get much snowpack, but we had a lot of rain. It was just too wet."

What remains to be seen is how much impact the drought situation in southern Idaho will have on final crop production numbers this year. However, early production estimates released Aug. 12 by USDA predict near-normal totals. For now.

For example, according to that report's estimates, Idaho farmers will produce 53 million bushels of barley this year, down slightly from 55 million bushels last year. The state's farmers are also expected to harvest 1.18 million acres of wheat in 2026, up from 1.14 million in 2025.

The report estimates Idaho farmers will produce 3.6 million tons of alfalfa hay this year, the same as last year, and 1 million hundredweight of dry beans, down slightly from 1.1 million last year.

Sugar beet production in Idaho is expected to decline significantly this year, to 6 million tons, down from 7.5 million last year.

Idaho farmers are forecast to produce 25 million bushels of corn this year compared with 30 million last year. They also are expected to produce 1.2 million bushels of oats, up from 840,000 last year.

The state's farmers are forecast to produce 12.6 million pounds of hops in 2026, up from 11.6 million in 2025. ■



Photo by Sheila Hasselstrom

Though total crop acres in Idaho are down a little bit this year, the state's farmers should still produce plenty of food, according to USDA estimates.

Big Idaho Potato Truck still draws crowds nearly 15 years later



By Nida Mannan
For Idaho Farm Bureau Federation

The Big Idaho Potato Truck doesn't need to be at a parade or festival to draw a crowd. Sometimes it just needs to stop for gas.

People have followed the truck off freeway exits to see where it is going.

When it pulls into a gas station, cars follow. People get out, phones come up and before long, families are lining up for pictures next to a giant Idaho potato.

"Even like the truck stopping to get fuel is an event," said Laura Martin, who manages the Big Idaho Potato Truck tour.

Nearly 15 years after the potato first hit the road, people still want to see it.

The Idaho Potato Commission launched the truck in 2012 as part of its 75th anniversary celebration. The idea was to bring an old Idaho postcard to life, the kind that showed a comically large potato strapped to the back of a truck.

At the time, no one knew how long the idea would last.

"There was a lot of uncertainty around it, if it would be worth-

while or not," said Jamey Higham, president and CEO of the Idaho Potato Commission. "We weren't sure if there was going to be a year two or three."

There was a year two. Then a year three.

Now, Martin said she gets somewhere between 900 and 1,000 requests a year from people and organizations hoping the truck will make a stop. The truck travels for about seven months each year and makes roughly 70 to 80 appearances.

Martin believes she could keep 10 potato trucks busy if she had them.

The requests come from all over. Some are for major events, including the National Memorial Day Parade in Washington, D.C., St. Patrick's Day parades in Chicago and San Francisco and the Kentucky Derby Festival.

Others are a little more personal.

Martin has even gotten a request to bring the truck to a grandmother's 90th birthday because potatoes were her favorite food.

"I think what they find exciting is that it is a little bit of pop culture," Martin said. "The kind of oddity about it really excites people."

BIG SPUD



Tater Weight: 4 Tons

Total Weight: 44,320 lbs.

She also thinks there is something distinctly American about it. "I feel like it gives people a little bit of Americana," she said.

Martin keeps the requests in a database and starts piecing together the tour by looking first at some of the larger events the truck wants to attend. From there, she fills in stops based on where the truck will already be traveling.

The idea is to cover as much ground and attend as many events as possible without sending the truck back and forth across the country unnecessarily.

Some events have become regular stops. Martin said organizers at the Kentucky Derby Festival, where the truck has missed the past two years, have been especially eager to get it back.

But the truck doesn't have to be at a scheduled event to get attention.

Martin saw that recently when she met the tour team in Akron, Ohio, for an air show.

An Air Force pilot spotted Martin in the lobby wearing an Idaho potato-branded shirt and approached her. He was laughing because he had just taken another picture with the truck.

Martin asked what he meant by "another."

The pilot told her he had seen the truck at several air shows. He thought this was his fourth time.

"He said, 'I have to get a picture and send my kids every time I see it because they love it so much,'" Martin recalled.

That kind of reaction is part of why Higham believes the truck has lasted.

"That big potato is just a magnet to people," Higham said.

People take pictures and post them on social media, giving the truck an audience far beyond the people who see it in person.

"It's one of those marketing campaigns that just keeps on giving," he said.

For Idaho potato growers, all those pictures have a larger purpose.

Idaho growers fund the Idaho Potato Commission, and the truck is one of the ways the commission keeps the Idaho name in front of consumers.

Higham said geography presents a challenge for Idaho growers. Many of the largest population centers are on the East and West coasts, while competing potato-growing regions can be closer to those markets.

The truck gives the commission another way to reach those consumers.

"In the end, when people go to the grocery store, we want them looking for that Grown in Idaho seal on the packaging," Higham said.

There isn't one number that shows exactly what the truck has done for potato sales.

Higham said its value is part of the larger recognition the Idaho potato industry has built over time.

"We just know when people hear Idaho, the first thing they think is potatoes, and vice versa," he said.

For Martin, the value is also in the interaction people have with the truck and its traveling team.

The team represents roughly 700 Idaho potato growers, she said. At stops around the country, team members can talk directly with people about those growers, along with the processors behind products such as french fries and potato chips.

"They are getting the emotional response and the emotional connection to Idaho potatoes," Martin said.

It's a connection she has seen play out over and over again.

People tell her they remember where they were when they saw the truck. They remember who they were with. Some remember seeing it years earlier and then stumble across it again in another state.

The truck is approaching 15 years on the road, and Martin said the reaction still surprises her.

With most marketing campaigns, she said, there is always the concern that people will eventually get tired of them.

So far, that hasn't happened with the potato.

"We have never been to an event where they haven't begged us to come back," Martin said. ■



University of Idaho photo

Emily Bedwell, Extension specialist in irrigation technology, will gather input from Idaho irrigators to help hone online tools under development by a team of University of Idaho researchers to help guide irrigation management when water is in short supply.

U of I developing drought-planning tools for irrigators

By John O'Connell
University of Idaho

University of Idaho researchers received a federal grant to develop free online tools that will help irrigators make planting and crop management decisions when water supplies are limited.

The U.S. Department of Agriculture's (USDA) National Institute of Food and Agriculture funded the work with a rapid response grant, which provides expedited support for urgent needs and crises.

Meetpal Kukal, the project's director and an assistant professor of hydrologic

science and water management, has developed a beta version of an interactive online dashboard that houses the tools. The dashboard will be linked to the Extension website and should be finalized before farmers plant their crops next spring.

Water shortfalls this season have forced farmers throughout southern and eastern Idaho to make tough decisions, including leaving fields fallow, adjusting planting plans and cutting cereal crops early as forage.

The tools will help irrigators answer questions such as:

- Will I have enough water to finish growing my crops?
- How much deficit should I anticipate when my water supply is reduced or shut off?
- How might water reductions affect yields?
- How might crop choices, planting dates and soil type also affect results when water supplies are limited?
- Which combinations of crops could minimize my financial risk?
- How can I ensure I have a full soil-moisture profile when my water supply becomes limited?

Users will enter their location, crop choice, planting date, irrigation type, irrigation system design capacity, anticipated date of a water-supply reduction and the expected percentage of the reduction. The tools will automatically retrieve long-term weather data and USDA soil-map data for the calculations.

The dashboard will generate field-specific charts comparing water demand with the available supply throughout the growing season for most crops grown in Idaho.

Extension educator Joseph Sagers, Jefferson County, and Emily Bedwell, an assistant professor and Extension specialist in irrigation technology, are co-principal investigators on the grant.

Sagers will aid in outreach efforts and help farmers learn about the tools. Bedwell will help gather farmer input to improve the tools and develop educational materials explaining how to use them. Bedwell will also work to ensure the tools' guidance reflects actual conditions on farms.

"The tools could say, 'Maybe it's not worth it to plant potatoes at all,'" Bed-

well said. "Maybe you should consider something that has lower water needs, particularly during that later part of the season when you are more likely to have a curtailment or reduction."

The tools will draw from existing datasets, including U.S. Bureau of Reclamation records on evapotranspiration, which measures water vapor leaving soils and leaves, and established crop coefficients, which estimate a specific crop's water use compared with a reference evapotranspiration value.

A Spanish-language version of the tools is also planned. U of I's Research Computing and Data Services team will refine the tools and adapt them for use on a public-facing website.

The researchers anticipate hosting a water irrigation management field day in Kimberly this fall, where they will gather input from growers about the tools' performance and potential improvements. They also plan to host several workshops to share the tools with growers.

A more polished version of the

tools should be available prior to the start of planting next spring.

"We want growers to feel confident using these tools as they weigh the many factors that affect their decisions," Kukal said. "They may ultimately need to decide whether planting a crop is worthwhile."

Idaho irrigators may continue to face continued headwinds regarding their irrigation supplies. As of Aug. 3, the Idaho Department of Water Resources estimated that the eight major reservoirs in eastern Idaho's Upper Snake River system held a million fewer acre-feet of water compared with the prior year.

Long-term weather forecasts also predict a strong El Niño pattern, which typically brings warmer, drier winters to southern Idaho.

"Everyone who got any kind of water curtailment in eastern Idaho is going to show interest in this project," Sagers said. "I think there are a lot of people who are trying to figure out how they're going to make the acre-feet they're going to get this next year work for them." ■



Y&R FARM BUREAU

YOUNG FARMERS & RANCHERS



American Farm Bureau Federation

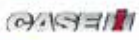
American Farm Bureau Federation® (AFBF)
Young Farmers & Ranchers (YF&R)
Find Success in Anaheim, California!

The YF&R program helps young Farm Bureau members shape their future and American agriculture through leadership development and personal growth opportunities. In January, 81 competitors competed in three competitions for over \$205,000 cash and prizes. These competitions enable members to showcase their leadership experience, communication skills and successful business plans as they competed against the best of the best from each state Farm Bureau.

As part of the YF&R competitions, the top four competitors in the Achievement Award, Discussion Meet and Excellence in Ag areas received:

Thank you to all of our outstanding sponsors.

The 2027 competitions will take place January 8-11 during the AFBF Annual Convention in Charlotte, North Carolina.

















\$35,000 credit towards a new Ford vehicle and paid registration to the AFBF YF&R Leadership Conference in Portland, Oregon courtesy of Ford.



\$25,000 credit towards a new Case IH piece of equipment, courtesy of Case IH.



A \$2,500 Investing in Your Future cash prize, courtesy of AmericanAg®, a Case IH branded safe, courtesy of Case IH plus \$2,500 worth of DeWalt merchandise, courtesy of Stanley Black & Decker.



A Case IH branded picnic set, courtesy of Case IH.

Idaho Farm Bureau. **MEMBER BENEFITS**

Being a Member has its Benefits

Welcome to the Idaho Farm Bureau family! Your membership provides access to more than 100 exclusive discounts and benefits, including savings on insurance, vehicles, farm and ranch equipment, travel, entertainment, and everyday purchases.

From your morning coffee to your next major investment, Idaho Farm Bureau membership helps you save throughout the year.



Farm Bureau Members Receive a
\$500 Exclusive
Cash Reward*

on an Eligible New*
Ford Truck or Ford
Blue Advantage™
Certified Used* Vehicle.

The Farm Bureau
Exclusive Cash
Reward* is now
compatible with
AXZD-Plans.



Ford Super Duty®

*Visit FordRecognizesU.com/FarmBureau
today for complete offer details!

MEMBER BENEFITS THAT ARE SCARY GOOD!

**Exclusive Farm
Bureau Pricing**

\$76.95

+Tax & Online Service Fees

FRIGHTMARES

Sept 11 – Nov 8, 2026*

*Weather and other factors permitting.

Lagoon

Get your discount tickets at
idfb.info/lagoon2026

www.idahofbstore.com

ADVENTURE AWAITS.

WE'LL GET YOU THERE.

Idaho Farm Bureau members can
SAVE up to **35% off** Avis PAY NOW™ rates

* Terms and Conditions apply. Visit avis.com/fb for full details

AVIS®

JOURNEYS MADE EASY



BEING A MEMBER HAS ITS BENEFITS

Learn more and access your member discounts at idahofbstore.com



PLAN AHEAD AND SAVE!

Book today at avis.com/IDFB
and use AWD number: **A298812**

SAVINGS TO LIGHTEN YOUR LOAD

Farm Bureau®
Member Benefits

FIND SAVINGS AT
cat.com/AFBF



UP TO **\$2,750 OFF**
+ **0% FINANCING**
FOR UP TO 48 MONTHS ON SELECT MACHINES*



© 2025 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow," the "Power Edge" and "Modern Har" trade dress, as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.

www.idahofbstore.com



The Rise of Digital Storytelling



By Morgan Walker

American Farm Bureau Federation

America's farmers and ranchers have been storytellers for generations. They've talked about life on the farm while standing in line at the grocery store, visiting with neighbors at the county fair or sitting around the dinner table. They've shown schoolchildren firsthand where their food comes from, answered neighbors' questions at the Little League game and helped their community leaders understand the issues impacting their farms and ranches.

But the world is changing. How we consume information is changing. And how we share our stories is changing, too.

While many Americans may not have been on a farm or know a farmer personally, they're still curious about where their food comes from, how animals are cared for and what goes into getting the food they consume from the field to their grocery store shelves. They're seeking answers to these questions. And they're turning to social media for these answers.

While this shift has changed how farmers and ranchers think about storytelling, it also gives them a unique opportunity.

Social media has removed many of the traditional barriers to storytelling. Farmers no longer have to rely on a video crew, newspaper reporter or television station to tell their story. They are powerful storytellers in their own right, with the ability to reach millions of people outside of their local communities at their fingertips.

The demand is there. According to Pew Research Center, 84% of U.S. adults use YouTube, 71% use Facebook, and 50% use Instagram. In 2025, 37% of U.S. adults reported use of TikTok, that's compared to 21% in 2021. Our consumption habits have changed drastically. Roughly half of adults use Facebook and YouTube daily. Rather than waiting to consume scheduled television programming, audiences can now watch and learn on demand from the device in their pocket — giving farmers access to one of the largest classrooms in the world.

Not every farmer needs to have a million

'Farmers and ranchers are uniquely positioned to build this kind of connection with consumers because they already have something that takes many influencers years to develop: trust.'

followers or participate in every viral trend to have an impact. Chasing a follower count can actually distract from what makes farmer creators so impactful. An engaged community, regardless of the size,



who trusts the person behind the screen can be invaluable.

Reach is only part of the story. Trust is what turns reach into influence. The rise of the content creator not only reflects a shift in how we consume content, but also in whom we choose to listen to and believe. Pew found that 21% of American adults get their news from social media influencers. Among adults ages 18 to 29, that number increases to 38%.

Why are Americans turning to influencers and content creators? It's simple: authenticity. "Be authentic" might sound like familiar advice, but the data shows that it's more than just a buzzword. Almost half of adults whose news consumption comes from social media influencers say that authenticity is a critical factor. They value creators who show up on social media as themselves, share information in an honest way and provide value for the viewer.

As the saying goes, "people don't care how much you know until they know how much you care." That's why many folks look to social media personalities as a

source of information. When you follow a creator, you get to know their experiences, values and points of view. You get an inside look at both their challenges and successes. You become invested in the person behind the post.

Farmers and ranchers are uniquely positioned to build this kind of connection with consumers because they already have something that takes many influencers years to develop: trust. When it comes to who consumers trust, farmers and ranchers are at or near the top of the list. Our national polling with Morning Consult shows trust in farmers is high at 80% — putting them among the most trusted professions in the nation.

Our polling also shows that nearly half of Gen Z get their news on agriculture and farming from social media. That means farmers have an incredible opportunity to show up in the places where younger audiences are already looking for food and agriculture content. Farmers and ranchers may not think of themselves as influencers, but they already have the trust

and real-world experience that audiences are craving. Social media gives them the ability to amplify it.

Farmers are bringing people into their barns during calving season, explaining how families approach succession planning, offering a firsthand look at the innovation and technology that's shaping modern agriculture, and talking honestly about drought conditions, labor challenges and the farm economy all on social media. These stories pull back the curtain and provide audiences with access they may never have otherwise. It allows farmers and ranchers to tell their own story — providing context that might not make it into a headline or news clip.

Farmers and ranchers have always had a great story to tell. Social media hasn't changed the story. It's made the table bigger, giving farmers the ability to pull up more chairs, to welcome consumers to the conversation and give millions of people a seat at the table. ■



HARVEST IS HERE

Celebrating a fresh bounty during Idaho Preferred Month

SEPTEMBER IS IDAHO PREFERRED MONTH

September marks one of the most abundant times of year in Idaho. Harvest is underway, produce is at its peak, and farms and ranches across the state are bringing in the products that help define Idaho agriculture. It's a fitting time to celebrate Idaho Preferred Month; it's truly a statewide celebration of the people, products and places behind Idaho agriculture.

Throughout the year, Idaho Preferred helps Idahoans make the most of harvest season by connecting them with fresh, local products where they already shop and explore. Through partnerships with retailers, farmers markets, farm stands, restaurants and producers across the state, Idaho Preferred makes it easier to find what's in season, discover what's grown and crafted nearby, and choose Idaho products when they're at their freshest.

But what is Idaho Preferred?

Idaho Preferred is the state's program for connecting people with Idaho agriculture. Through the Idaho State Department of Agriculture, the program champions Idaho farmers, ranchers, food crafters and agricultural businesses while making it easier for consumers to discover, experience and choose what's grown, raised and crafted here.



And there is a lot to discover.

22,400



FARMS & RANCHES
across Idaho



185 +
COMMODITIES
grown & raised in Idaho

20+

**RANK AMONG TOP
TEN NATIONALLY**



It's time to celebrate the harvest, meet the people behind it and discover Idaho agriculture has to offer.



Learn more about Idaho agriculture at agri.idaho.gov
Find Local at www.idahopreferred.com



FIND YOUR IDAHO

I'd Prefer Fresh From Idaho Farmers



Experience harvest season closer to home.

WHAT'S IN SEASON

September in Idaho



FOUR WAYS TO EXPERIENCE IDAHO AGRICULTURE THIS SEASON

SHOP IT



Look for the Idaho Preferred logo where you shop or dine at grocery stores, retailers, and restaurants.



MEET THE PEOPLE

Visit farmers markets, farm stands and CSAs and connect directly with the people who grow your food.



EXPERIENCE IT



Explore orchards, u-picks, pumpkin patches, farm dinners, and other agritourism adventures.



FIND IT

Use the Idaho Preferred Farm + Food Finder to discover Idaho ag crafted products, farms, ranches, food producers and agricultural destinations.



FOR MORE THAN TWO DECADES

Idaho Preferred works with retailers across the state; including Albertsons, Broulim's, Ridley's, Stokes, Super 1 Foods, Walmart, Boise Co-op, Moscow Food Co-op and many more to make Idaho-grown and locally crafted products easier to find where Idahoans already shop. Through retail partnerships, farmers markets, restaurants, seasonal promotions, producer storytelling and resources like the Farm + Food Finder, we help Idaho producers gain visibility, reach new customers and grow their marketplaces while making it easier for consumers to find and choose Idaho agricultural products.



 **LIVE.
EAT.
LOCAL.**

September is
Idaho Preferred Month
Thousands of Idaho producers.
One place to discover them.

Idahopreferred.com



SCAN TO
EXPLORE THE
IDAHO FARM +
FOOD FINDER!





Photos by Joel Benson

Idaho Farm Bureau Federation members from around the state take part in the organization's annual Summer Leadership Conference.

Farmers encouraged to share their stories

By Sean Ellis

Idaho Farm Bureau Federation

KELLOG – During Idaho Farm Bureau Federation's annual summer meeting, farmers and ranchers were encouraged to share their stories with a public that is hungry to know more about where their food comes from.

They were also urged to be engaged on the issues that are important to the state's farming industry and help educate Idaho's fast-growing population about how important agriculture is to the state's economy and way of life.

Since 2000, Idaho's population has grown more than 50 percent, Sen. Kelly Anthon, the president pro tempore of the Idaho Legislature, told Farm Bureau members during IFBF's Summer Leadership Conference.

"Idaho is changing," said Anthon, who introduced himself as a Declo farm boy. "When I look out on the sugar beet fields or the wheat fields around my house, they look much the same as they did 50 years ago. But the issues have changed and the politics of Idaho have changed."

Anthon said farmers like him used to dominate the legislature. But now, "I'm the unicorn," he said.

He addressed several issues facing Idaho that he said are especially important to the state's rural areas, including water, infrastructure and property rights.

"We have to be involved in these issues," Anthon said. "Our future is worth

“People want to know. Help them understand who you are (and) what you are doing. The American people want to hear from you. You have a shot. Get out there.”

— Matt Todd, Ranch Podcast host and creator

your involvement. Now, more than ever, we have to be involved.”

The leadership conference took place July 20-22 in Kellog. About 200 Farm Bureau members and their families from around the state attended. All of them are farmers or ranchers who volunteer for the state’s various county Farm Bureau organizations.

During the conference, members were encouraged to share their stories with the public through the use of social media. Several speakers offered tips on how to best do this.

Matt Todd, creator and host of the Ranch Podcast, which is produced from a home in the Boise area, told Farm Bureau members that the public is hungry to find out more about how their food is produced.

Social media offers them an opportunity to just that, Todd added.

“People want to know about eggs; people want to know about potatoes,” he said. “Get out your phone and show them. You guys have never been more empowered than you are now.”

Todd recounted a real-life example of people getting excited about a post showing someone growing 3,000 pounds of potatoes on a single acre.

Imagine how excited people would be, he said, about a post showing a typical Idaho farmer producing up to 50,000 pounds of spuds per acre.

“People want to know,” Todd said. “Help them understand who you are (and) what you are doing. The American people want to hear from you. You have a shot. Get out there.”

Downey farmer Karen Brady said later she really enjoyed the presentations on how farmers can use social media to share their stories.

“It’s cheap, it’s effective and it’s a tremendous way to tell our story,” she said.

During the conference, representatives from Idaho’s county Farm Bureau organizations discussed some of the policy issues they are working on, some of which the group may be asked to vote on during IFBF’s annual meeting in December.

Those policy issues included: improving rural roads, respecting property lines, educating drivers about farm equipment, creating more farm-to-table events, grazing allotments, data centers, grizzly bear depredation, controlling cricket infestations, the payment of crop depredation claims, direct to consumer sales, and vole control.

IFBF President and Canyon County farmer Matt Dorsey encouraged county Farm Bureau representatives to discuss these ideas and decide how to best move forward on them to ensure they result in sound policy.

He also thanked the volunteers from the county Farm Bureaus for the work they are doing to benefit agriculture and the organization.

Farm Bureau members may sometimes think they are not doing enough, but that’s not the case and they are making a difference, Dorsey said.

“Thank you for what you’re doing in the counties,” he said. “You ARE doing enough and thank you for everything you’re doing to move Idaho Farm Bureau forward.”

Idaho Farm Bureau Federation CEO Zak Miller echoed those thoughts as he shared the high-level results of a peer review of the IFBF organization performed earlier this year by officials from American Farm Bureau Federation as well as people from other state Farm Bureaus.

The report said that Idaho Farm Bureau Federation is a foundationally strong organization.

“Foundationally, Idaho Farm Bureau is strong,” Miller said. “There are reasons for

why we do things; it’s not haphazard. That really jumped out to them.”

He credited this positive report to the strength of the state’s county Farm Bureaus.

“As good as (IFBF) strives to be, it’s built upon the strength of the counties,” Miller said. “Our No. 1 goal (at IFBF) is how do we help the counties? How do we help you? What do you need and how do we facilitate that?”

“I hope you understand the impact you have each day, in Farm Bureau and within your community,” Cam Hammond, an IFBF regional manager in East Idaho, told members later.

Miller also shared a quote from the peer review report to emphasize that IFBF would not rest on its laurels: “A strong organization is strong enough to keep improving.”

Twin Falls County President Deb Easterday Reeves took a moment during the conference to address the high suicide rate among U.S. farmers and ranchers. Her husband, Timothy Reeves, committed suicide earlier this year.

“I would ask that you would always take time to check on others and when you need help, please ask for it,” she said.

Idaho Farm Bureau Insurance Co. CEO Todd Argall reported that the organization now has almost 98,000 members.

He also said the insurance company’s relationship with Idaho Farm Bureau Federation is strong.

“Our most critical relationship is with the federation; we’re in this together,” he said, adding that one of the company’s main goals is to “support the federation’s mission of advocating for the rural folks and the farmers and ranchers in the state of Idaho.”

IFBF Project Manager Ott Clark gave a preview of the organization’s upcoming annual meeting, which will take place Dec. 2-4 in Boise.

For the first time, this year’s annual meeting will be a tri-state convention also featuring the Washington and Oregon Farm Bureaus.

Clark encouraged counties to send people to the convention. “We’d love to have a huge showing from Idaho.” ■

How forests grow: **STRUCTURE**

By Chris Schnepf
University of Idaho

Accurately describing a forest is critical to forestry decision making. There are many ways to describe how forests grow and develop over time.

My last column focused on changes in species composition – a process called succession. But forest *structure* (i.e., size and arrangement of trees, tree attributes such as snags) also changes over time, parallel to succession.

In recent years, scientists have studied more about how forest structural characteristics relate to various forest functions. Much of that originated with discussions around old growth forest structural qualities and species that depend on them (e.g., spotted owls in the Cascades).

But other types of forest structures also have unique ecosystem functions. For example, young forests developing after fires and their dense young thickets are valuable for snowshoe hares (and therefore Canada lynx).

The term *stand* is often used as reference point in discussing forest structure. A stand is a recognizable area of the forest that can be managed as a single unit. Though there has been some debate about the utility of the term, speaking of stands is still very practical for forest management, especially for family forest owners.

Many Idaho forest stands in all but the wettest and driest forest types are *even aged* because they originated after the 1910 fires, and later timber harvesting and land clearing.

Sometimes people are skeptical of this term, because they have seen forests here with trees of all sizes. But a small tree is not always a young tree (particularly shade tolerant species) and large trees are often younger than people imagine.

I can't count the number of times I have heard someone refer to "baby" trees in a forest understory. When I have taken people in the woods and had them guess the ages of sapling sized grand fir in an understory, then had them do increment cores to determine the age of such tree and a nearby dominant overstory tree, they usually learn the trees are less than 20 years apart in age.

Even aged stand trees do not have to be exactly the same age. An even-aged stand is technically defined as one in which the trees are within 20% of the same age relative to the rotation length (rotation is the length of time trees are grown before cutting them and starting a new regeneration cycle).

LEFT: Forest structure begins with the stand initiation stage.
Photos by Chris Schnepf



So, under a 100-year rotation, an even-aged 40-year-old stand could still include trees that are 20 or 60 years old.

The term “even-aged forest” also sometimes brings forth images of monocultures of trees “grown like cabbages,” as Aldo Leopold once described an agronomic approach to forestry. Mixed species stands are more common in Idaho with different species growing at different rates.

What follows are classic terms for forest structural development stages in even-aged stands. Note these are generalizations – stand structures are often messier than these descriptions, but these terms are still helpful in describing current forest condition. In recent decades, some parallel terms to these have come into play and they are roughly paired here.

As with succession, forest structural development starts after a major disturbance, such as a stand replacing fire, timber harvest or a former farm field being retaken by forest. This first stage is called the *seedling stage* (or *stand initiation stage*), starting with trees’ germination from seed and running till crown closure (when adjacent trees’ branches start touching and new regeneration is limited from recruiting into the overstory).

At this stage, there is little tree-to-tree competition – trees are mostly competing with early seral plants and shrubs. Tree height growth can be relatively slow at this stage, as tree seedlings are more focused on root growth and competing with other plants and shrubs.

Next comes the *sapling stage*, running from crown closure to the beginning of self-pruning (when low tree branches start dying from lack of sunlight). In this stage, trees begin competing more with each other than shrubs and other plants – hence this and later stages are also referred to as *closed stem exclusion*, where the most robust trees begin out-pacing slower growing trees, a process called differentiation.

This is also when you can start labeling individual trees’ crown classes as dominant, co-dominant, intermediate, or suppressed.

The next stage is the *pole-timber stage*, running from the beginning of self-pruning to the inflection of the growth curve



Thinning is often done in the sapling stage as well as later closed stem exclusion stages.

(when trees begin slowing down in annual height growth). There is very heavy tree-to-tree competition and lots of crown class differentiation at this stage. Thinning is often done in the sapling and/or pole timber stage to reallocate growing space to uncut trees.

The next stage is the *young timber stage*, in which trees slow in height growth – most volume gains are from diameter growth. Forests are also often thinned at this stage because the size may be more merchantable.

The stand then moves to the *mature timber stage*, in which trees have put on most of the volume they are ever going to (the “culmination of mean annual increment”). Traditionally, rotation ages were set here, and a regeneration harvest would be made.

In northern Idaho that would typically mean rotation ages of roughly 125-150 years. On industrial forests, rotation ages are commonly set using economic criteria – when tree growth has slowed down enough that it would be more profitable to regenerate the stand with younger, faster growing trees. This typically means

a shorter rotation – as little as 40-50 years on better sites in northern Idaho.

The mature timber stage also roughly coincides with the *understory re-initiation stage*, where advance regeneration starts becoming more evident in the understory, especially as overstory crowns rise high and die due to factors not related to competition.

These understory trees can be problematic in Idaho forests. Some understory trees can indeed be seedlings or young saplings, but in our 50–120-year-old stands, many of these “saplings” are often simply repressed older trees – their growth may be limited following release.

Both old and newer understory trees are also often shade-tolerant species such as Douglas-fir and grand fir. Relying on such trees for regeneration often creates problems with insects and disease – notably root diseases.

The final stage is *overmature timber stage* or *old growth stage*, when even dominant and codominant trees start declining in vigor. The term overmature depends on objectives. A stand that is becoming overmature for wood products may be just getting ripe for some wildlife species.

The term old growth is also problematic, as there is so much legalistic debate about how the term should be used in federal forest management policy. It might be better to describe such forests as climax forests, linking up with ways of describing forests relative to successional stages.

As with species changes, forest structural changes are inseparable from disturbance patterns in our forests (our biggest being caused by various kinds of wildfire). And those disturbances happen in different ways in different forest types, meaning different types of structures. ■

Thanks to Andrew Nelson of U of I for review and comment on this article.

(Chris Schnepf is an area extension educator in forestry for the University of Idaho in Bonner, Boundary, Kootenai and Benewah counties. He can be reached at cschnepf@uidaho.edu.)

**Look out for
them. We'll look
out for you (\$25).**

Get a free
\$25

DIGITAL GIFT CARD WHEN YOUR
REFERRAL PURCHASES A POLICY



Scan the QR code
for complete details.

Farm Bureau
INSURANCE
A FARM BUREAU SERVICE IN IDAHO



Idaho is Big Ag

By **Dexton Lake**

Idaho Farm Bureau Federation

A phrase that has developed into what most would consider a derogatory term is “big ag.” I hear it all the time, from politicians, newspaper columns, and everyday conversations: Idaho is bursting with big ag.

Well, I’m here to tell you that those people are undoubtedly, unfathomably, and unequivocally correct.

You read that right; Idaho is big ag and it is worth celebrating. It is how we got our reputation, after all.

Walk down the street of any major metropolitan city in the United States and ask any citizen what they know about Idaho. Odds are you’ll hear one of two answers: “potatoes” or maybe Napoleon Dynamite.

As Principal Svadean famously told Pedro in Napoleon Dynamite, “Here in Idaho we have a little something called pride.”

Idaho agriculture has every reason to take pride in being big.

Nearly one third of the country’s potatoes are grown in Idaho. Every year, Idaho farmers produce roughly 14 billion pounds of potatoes across roughly 315,000 harvested acres. Those are undeniably big numbers.

That’s only a big beginning. Peppermint oil? Barley? Alfalfa hay? Trout? Idaho ranks as the big and bright number one in the nation in all these commodities.

Think about the livestock within our borders. Idaho is home to just over two million people, yet approximately 2.5 million cattle call the Gem State home. So, if you need a cow, there’s at least one for you.

By the way, those beautiful bovines alone generated an estimated \$7.8 billion in cash receipts in Idaho in 2025.



Photo by Matt Dorsey

Of course, agriculture in Idaho isn’t defined by any one crop, but by the big number of crops grown here. Did you know that Idaho also produces, among other agricultural commodities, sugar beets, hops, onions, lentils, wheat, and honey?

Don’t forget about our seed production that is world famous. Idaho grows 70% of the world’s hybrid temperate sweet corn seed and is one of the leading suppliers in the United States of alfalfa, field bean, garden bean, and Kentucky bluegrass seed. Hey, that’s pretty big.

The two most common farm sizes in Idaho are farms between 10 and 49 acres (6,977 farms) and farms between just 1 and 9 acres (5,587 farms).

In fact, more than 9,000 Idaho farms generate less than \$2,500 in annual sales. That’s nearly four times as many as those generating between \$100,000 and \$499,999 annually.

Clearly Idaho’s big ag is represented in the high number of small farms this great state has. Even more telling, Idaho has more farms under 50 acres than farms above 50 acres, with over 2,600 more farms falling in the under 50 category.

Perhaps the biggest statistic of all is this: of Idaho’s 22,877 farms, 18,427 are family farms. That means more than eight out of every ten farms in Idaho are owned and operated by families.

Generation after generation, those fami-

lies continue producing the food, fiber, and fuel that sustain communities here at home and around the world. That’s what makes Idaho agriculture truly big.

What does the cherry on top look like? (Idaho ranks fifth in the nation for sweet cherry production, by the way.) Agriculture generates 17% of Idaho’s total economic output in sales, 12.8% of the state’s gross domestic product and one in every nine jobs in the state.

Those big numbers of small farms and family operations support processors, truck drivers, equipment dealers, veterinarians, researchers, lenders, retailers, restaurants, and thousands of other jobs that depend on a healthy Idaho agricultural economy.

Not every farm is enormous. In fact, most aren’t. Most of our farms are family farms. Agriculture is not dominated by a handful of operations, as the data clearly shows.

So, when men in suits talk about “big ag,” remind them they are absolutely correct. Idaho agriculture is big because of its extraordinary diversity, its remarkable productivity, its thousands of family farms, and the tremendous role it plays in feeding our nation and driving Idaho’s economy. That’s no small potatoes.

That is something every Idahoan can take pride in. ■

Naturally occurring mutation could help boost wheat yields

By John O'Connell
University of Idaho

ABERDEEN – University of Idaho scientists have discovered a naturally occurring genetic mutation in wheat associated with a 5% to 10% yield increase.

U of I College of Agricultural and Life Sciences researchers led by wheat breeder Jianli Chen, based at the Aberdeen Research and Extension Center, have screened germplasm, or collections of genetic material, including a panel of spring wheat varieties developed by breeders in the Pacific Northwest, for the mutation associated with plant flowering and increased yield.

They confirmed the mutation in several high-yielding lines, including UI Gold, a hard white spring wheat variety Chen's program released in 2022, and several new experimental lines.

"Because we found this gene mutation and developed molecular markers, we can screen lines for it," Chen said. "I think this marker will be implemented by a lot of breeding programs."

The mutation is a nucleotide deletion, meaning a small piece of DNA is missing. Researchers found the deletion was associated with later flowering and more spikelets — the clusters of flowers that develop into grain along a wheat head.

Those traits can contribute to greater yield. Chen and her team have isolated a locus — or a specific position on a chromosome where a gene or genetic marker is located — associated with the beneficial deletion.

A five-year, \$15 million grant from the U.S. Department of Agriculture National Institute of Food and Agriculture (USDA-NIFA) funded the research. Led by the University of California, Davis, the project brought together researchers from 22 institutions across the country.

Chen's program received spending authority for \$537,644 and built upon progress made during two prior collaborative USDA-NIFA grants.

Chen's program uses genomic selection, a breeding method that uses thousands to millions of DNA markers spread across a plant's complete set of genetic material to predict which wheat lines are most likely to have desirable traits.

As part of the most recent USDA-NIFA grant, Chen and her team also validated a faster, less expensive method of screening wheat lines for yield and traits associated with it.

"Instead of waiting several years to measure grain yield in field trials, wheat breeders can use a genomic-selection model to predict which lines are most likely to be high-yielding," Chen said.



University of Idaho photo

University of Idaho Wheat Breeder Jianli Chen has discovered a genetic mutation associated with a 5% to 10% yield gain in wheat.

"Instead of waiting several years to measure grain yield in field trials, wheat breeders can use a genomic-selection model to predict which lines are most likely to be high-yielding."

– Jianli Chen, wheat breeder, University of Idaho

The traditional approach to yield-related genomic selection compares wheat lines with a platform of 90,000 single nucleotide polymorphisms (SNPs). An SNP is a variation at a single position in a DNA sequence among individuals.

"Once SNP associations are found with traits, it's easier to find the genes," Chen said.

Chen and her team confirmed that a platform with just 4,000 SNPs was as effective as the larger platform at predicting yield and related traits. The streamlined approach has saved Chen's program \$60 per sample in testing costs.

Chen plans to test the 4,000 SNP platform for other traits, such as drought tolerance and baking quality. ■

Idaho Barley Commission welcomes new commissioner

Idaho Barley Commission News Release

The Idaho Barley Commission (IBC) is pleased to announce the appointment of Jake Ozburn as its newest commissioner. Gov. Brad Little appointed Ozburn to represent District 3, serving eastern Idaho.

He officially began his three-year term on July 1, succeeding Allen Young, who completed two three-year terms on the commission.

Ozburn farms north of Soda Springs, where his family has operated a dryland farming operation since 1914. Today, the Ozburn family grows primarily malt barley, along with wheat, spring green peas, winter peas and, for the first time this year, canola.

Ozburn says his interest in serving on the Idaho Barley Commission stems from the support he received as a new grower.

"When I first came back to the farm as a new grower, the Idaho Barley Commission was one of the first organizations to reach out to me," Ozburn said. "The marketing resources and educational programs gave me the tools I needed to understand grain markets, read price charts and make

informed marketing decisions. Those resources really paved the way for making meaningful contributions to our farm, and over the years I came to appreciate how important our commodity organizations are. I always hoped that one day I would have the opportunity to serve as a commissioner and give back to an organization that invested in me."

Ozburn believes the commission plays a critical role in ensuring the long-term success of Idaho barley growers.

"Research is one of the most important investments the Idaho Barley Commission makes," he said. "It helps provide growers with the information and innovations we need to remain productive and competitive. Supporting that work is one of the biggest reasons I wanted to serve."

In addition to farming, Ozburn has served on the Idaho Grain Producers Association (IGPA) executive board as a state director, representing Caribou County since 2012. His experience as both a producer and industry advocate brings valuable perspective to the commission as it continues investing in research, market development, grower education and promotion.



Submitted photo

Jake Ozburn of Soda Springs, the new District 3 commissioner for the Idaho Barley Commission.

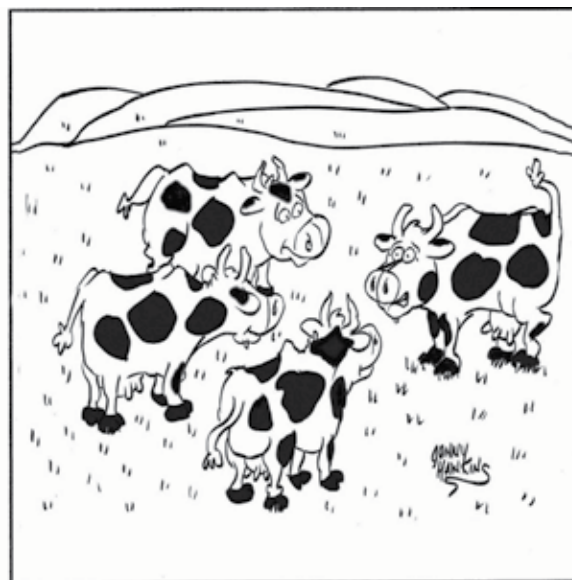
The Idaho Barley Commission welcomes Ozburn to the board and looks forward to working alongside him to advance its mission of supporting Idaho barley growers through research, market development, education and promotion, helping ensure a strong future for Idaho's barley industry. ■

Country Chuckles

By Jonny Hawkins



"That's where we keep the silly string beans."



"Before we eat, let's say graze."

Idaho set a record for ag export value in 2025

By Sean Ellis

Idaho Farm Bureau Federation

POCATELLO – Idaho set a record for total value of agricultural exports in 2025 and is on pace to set another record in 2026.

Led by dairy and live animal exports, Idaho companies sold \$1.44 billion worth of farm exports to other countries in 2025, according to U.S. Census Bureau data. That was 6 percent more than 2024, which was also a record.

According to USDA, U.S. farm product exports fell 3 percent in 2025.

“Idaho’s agricultural exports have outpaced U.S. averages, thanks to its diverse commodity mix and limited reliance on corn and soy—crops impacted by China’s shift away from U.S. suppliers and increased global competition from South America,” said Doug Robison, the Idaho president for AgWest Farm Credit.

He said that while tariffs have posed challenges, Idaho’s proximity to the West Coast and recent food processing investments continue to strengthen the state’s export position.

Supported by optimal growing conditions, the state also recorded record or near-record production for most agricultural commodities in 2025, Robison said.

“This resulted in higher-than-average output and increased availability of goods for export,” he said.

According to the Census Bureau data, Idaho has set records for total ag export value in 2021, 2022, 2023, 2024 and 2025.

Through May of this year, the total value of Idaho ag exports is up 7 percent compared with last year. Exports of live animals, already soaring the past several years and at a record level in 2025, were up 62 percent through May 2026, compared with the same period last year.

The Census Bureau data is based on what state a commodity

is exported from, so it doesn’t capture all of Idaho’s farm product exports. For example, it wouldn’t capture the wheat from Idaho that is exported out of Portland.

A separate set of USDA data, which is typically released in the fall and represents the previous year’s totals, captures more of the state’s farm exports but is not as timely as the Census Bureau data, which is released monthly.

However, both sets of data track closely when it comes to percentage increases and decreases.

According to the USDA data, Idaho companies sold \$2.84 billion worth of agricultural products to other nations in 2024, a record for the state and up 8 percent from 2023.

The USDA data shows a steady increase in Idaho farm product exports over the past decade, from \$1.84 billion in 2015 to \$2.84 billion in 2024.

According to the Census Bureau data, the value of Idaho dairy exports totaled \$348 million in 2025, up 24 percent from 2024, and live animal export value totaled \$188 million, up 26 percent.

Idaho exports of processed vegetables, a category that includes frozen potato products, totaled \$182 million in 2025, down 10 percent from 2024, and edible vegetable exports, which include potatoes, totaled \$140 million, down 11 percent.

Canada remained the top destination for Idaho ag exports, as more than \$451 million worth of farm products from the state were sold there in 2025, a 3 percent increase over 2024. Mexico came in next (\$235 million, down 10 percent), followed by Japan (\$96 million, up 36 percent), South Korea (\$93 million, up 27 percent), and China (\$90 million, down 18 percent).

Idaho companies also sold \$81 million worth of farm products to Australia, up 31 percent, and \$55 million to Australia, up 111 percent. ■

While total U.S. farm exports were down in 2025, Idaho ag export value increased by 6 percent.

Photo by Kelbie Sweeten



Farm real estate, cropland values keep rising

By Sean Ellis

Idaho Farm Bureau Federation

POCATELLO – Idaho and U.S. farm real estate and cropland values continue to rise despite depressed agricultural commodity prices.

According to a July 31 USDA report, the average value of farm real estate in Idaho this year is \$4,750 per acre, up 4 percent from 2025 and 19 percent since 2022.

The U.S. average was \$4,500, up 3 percent over 2025 and 21 percent since 2022.

Farm real estate value measures the combined value of land and farm buildings, while cropland value measures the land used to grow field crops.

The average value of cropland in Idaho this year is \$6,170 per acre, up 2 percent from 2025 and 16 percent since 2022. The average value of U.S. cropland this year is \$6,020, according to USDA. That's a 3 percent increase over last year and 22 percent since 2022.

Irrigated cropland in Idaho came in at \$9,500 per acre in 2026, up 2 percent from 2025 and 17 percent since 2022.

The value of irrigated cropland in other Western states this year: Washington (\$10,000, up 2 percent); Utah (\$10,200, up 4 percent); Oregon (\$8,200, up 3 percent); Wyoming (\$7,600, up 3 percent); Colorado (\$7,050, up 3 percent); Montana (\$4,500, up 3 percent).

Non-irrigated cropland in Idaho is valued at \$2,550 per acre in 2026, up 1 percent over last year and 13 percent since 2022.

Non-irrigated cropland average values per acre in other Western states this year: Oregon (\$3,050, up 2 percent); Utah (\$2,200, up 5 percent); Colorado (\$2,040, up 3 percent); Washington (\$1,750, up 1 percent); Montana (\$1,070, up 2 percent); Wyoming (\$1,190, up 5 percent).

The average value of pasture in Idaho



Photo by Bethany Johnson

is \$2,500 per acre this year, up 4 percent from 2025 and 18 percent since 2022.

The average value of pasture per acre in other Western states this year: Utah (\$2,000, up 5 percent); Colorado (\$1,200, up 4 percent), Oregon (\$1,120, up 4 percent) Washington (\$980, up 2 percent); Montana (\$940, up 2 percent); Wyoming (\$770, up 2 percent).

Farm real estate values have risen dramatically since 2020, according to American Farm Bureau Federation Economist Daniel Munch.

Since 2020, average farm real estate values in the United States have risen by almost 44 percent, “highlighting farmland’s continued resilience as an asset despite tighter margins across portions of the farm economy,” he wrote in an Aug. 4 AFBF Intel report.

He said the continued rise is a mixed signal for the farm economy. On the one hand, higher values strengthen farm balance sheets and provide landowners with additional equity and collateral. On the other hand, “they also raise the cost of buying, renting and expanding an operation.”

In his article, Munch said the USDA report is notable “not simply because farmland values reached another record, but because the sharp post-2020 increase is proving durable. Farm real estate values are now nearly 44 percent higher than in 2020, cropland values are up 48 percent and pasture values are up nearly 43 percent.”

“Annual appreciation has slowed,” he added, “but there is little evidence of a broad reset. Instead, farmland appears to have settled onto a substantially higher cost base.”

This shift, Munch wrote, has created a divided experience within the farm economy. “Farmers who own land benefit from stronger equity and collateral, while renters, beginning farmers and operations seeking to expand face record purchase prices and rents that remain near historic highs even as crop margins further weaken ... The central issue may therefore be less about whether farmland values rise another 3% or 4% next year and more about who is able to farm it.” ■

U of I planning symposium for fresh potato industry

By John O'Connell
University of Idaho

TWIN FALLS – Registration is now open for University of Idaho Extension's inaugural Fresh Pack Potato Symposium, which will bring together professionals from across the country who work in the fresh potato industry.

UI Extension received a U.S. Department of Agriculture grant to launch the symposium, scheduled for Nov. 17-18 at Canyon Crest Event Center, 330 Canyon Crest Drive in Twin Falls.

The symposium will address challenges facing the fresh market, which is often overlooked at research-oriented industry meetings.

Most events focus on spuds that are raised to be processed into frozen products, which represent a much larger market segment. Fresh table stock potatoes, however, accounted for an estimated 23% of sales in the \$4.8 billion U.S. potato market, according to USDA data for the 2023 crop year.

Organizers hope to draw up to 150 industry professionals and expert presenters from the nation's major fresh potato production regions.

Participants will attend presentations on the conference's first day and will have the opportunity to tour area fresh-pack potato facilities on the second morning.



The USDA conference grant will fund the symposium for a single year, but organizers hope to make it a recurring event. Gustavo Teixeira, an associate professor and potato postharvest physiologist who holds the Wayne and Peggy Thiessen Potato Research Professorship Endowment, is the grant's principal investigator.

The event's organizing committee also includes Nora Olsen, a U of I professor and specialist in potatoes and horticulture, and Jonathan Whitworth, a research plant pathologist with the USDA's Agricultural Research Service in Aberdeen.

"The main focus of most potato conferences is on processing, and fresh packing is a little different," Teixeira said. "Fresh potato operators can store potatoes at a lower temperature, and they have different packaging needs. Transportation is another challenge. They export potatoes in containers, and a lot can happen when you put potatoes in a container for 35 days and send them overseas."

New environmental regulations affecting the chemicals that may be used in refrigeration equipment for cooling potato storages will be one of the discussion topics. Other significant topics will include the maximum pesticide residue limits on fresh potatoes accepted by export markets and pressing pest and disease concerns.

Teixeira said U of I researchers also plan to discuss their contributions to a multi-state potato breeding program to develop potatoes resistant to diseases such as potato virus Y. They will also discuss their work on a federally funded program to eradicate a quarantined pest known as pale cyst nematode. ■



LEFT: University of Idaho Associate Professor Gustavo Teixeira tours the Wada Farms fresh potato packing facility in Pingree during a tour with U of I graduate students involved in potato research. ABOVE: An aerial view of conveyors sorting fresh potatoes at Wada Farms in Pingree. University of Idaho photos

Ag teacher shares tips on education outside the classroom

By Dianna Troyer
For Idaho Farm Bureau Federation

During Christmas break last year, ag teacher Trent Van Leuven began writing a book to answer his colleagues' questions about providing an agriscience education outside the classroom.

"I never thought of becoming an author, until all these ideas started raining around me about how to do student field trips," said Van Leuven, agriscience instructor and FFA advisor at Mackay Junior/Senior High School in central Idaho's Lost River Valley.

"The book pretty much wrote itself," he said of "Take A Little Field Trip: A Teacher's Guide to Going Somewhere, Doing Something, and Learning by Living."

The inspiration came from colleagues at agricultural conferences who were excited to hear about educational insights his students gained during ag tours and field trips, which are a routine aspect of the agricultural science and technology curriculum in Mackay.

"They asked me how to do a field trip or how to conduct student travel," he said. "I had the opportunity to present a workshop at the National Association of Agriculture Educators. It was very well attended."

He told of his experiences while leading students on local and state trips as well as to the annual national FFA convention.

"In 16 years, I've traveled through 32 different states, and covered well over 50,000 miles," he said. "We've had so many incredible experiences that people can learn from. Sometimes, the best classrooms have fish tanks, dirt underfoot, and seats that point somewhere new."

After his presentation, he searched for a book to recommend about the topic but couldn't find one.

"We've got probably hundreds of books on project-based learning, but there are very few books for field trips and student travel" he said. "I never thought I'd write a book but wanted to share my hard-won lessons when everything didn't go perfectly, while ultimately providing practical inspiration for educators."

His goal was "to write a book that read like it came from a colleague, not a consultant. It's about experiential education and hopefully a catalyst for considering the opportunities found in every community."

While outlining the book, Van Leuven recalled his own college experience and the lack of instruction on how to organize student travel.

"The only real mention of field trips was on a list we were given of about a hundred different education-like strategies," he said.

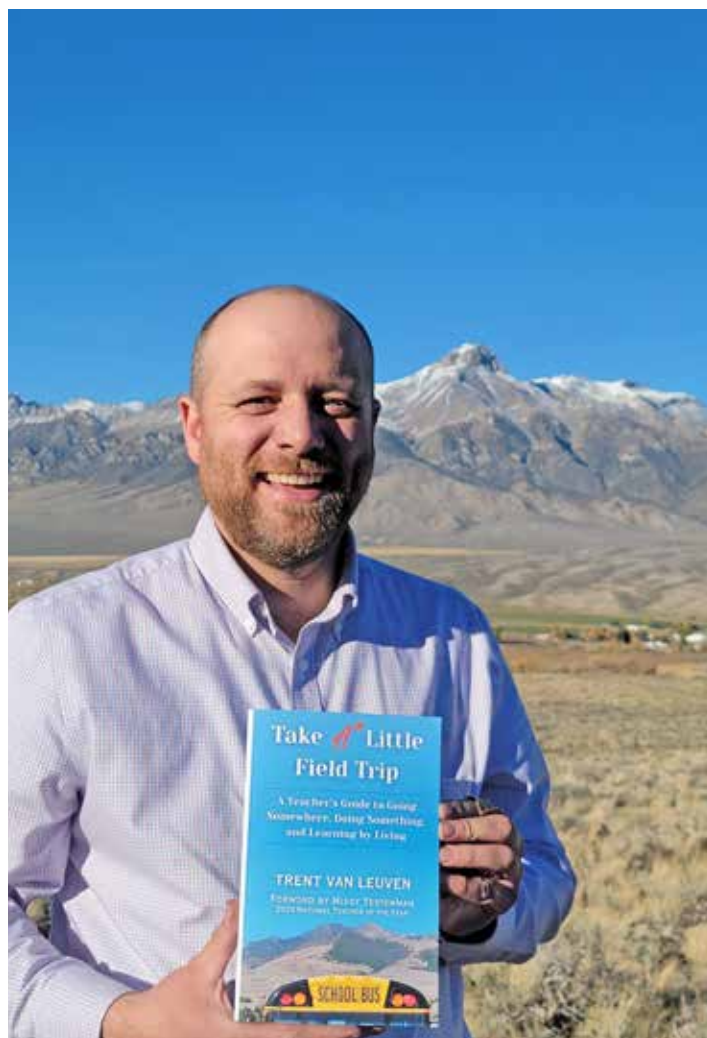


Photo courtesy of Trent Van Leuven

The 2024 Idaho Teacher of the Year, Trent Van Leuven, recently finished a book offering advice to colleagues about organizing field trips so agriscience students can have learning experiences outside the classroom.

"So it's one of those things that teachers learn in the field on their own or with the help of mentors. If you don't have a mentor, it can be a complicated process."

More than a year ago, after putting his kids to bed, Van Leuven started a routine of writing every night. By May, the rough draft was finished. With feedback from several people, he took five months to edit it. In late November, the 281-page book was released through Amazon.

"My goal was to bring experiential learning to life through field trips and student travel," he said. "I wanted to show why it's worth all the planning and the serendipity of how students' insights happen in some cases without any planning."

Van Leuven said ultimately he hopes the book is a blueprint, rally cry and spark for readers "to find ideas worth stealing, lessons worth applying, and a few misfortunes worth learning from." ■

Classifieds

FOR SALE

2024 Bullfrog A6L hot tub. Is in excellent condition, Hardly used (estimate 9 - 12 times.) Comes with all accessories. Asking \$8400 or best offer (This same model around \$12,600 new) Preston, Idaho contact Randy at 208 339 1745.

FARMING

Oliver HG Cletra 3500-4000lb, with hydraulic loader, has blade and a bucket easy to change. Owners manual and parts book, PTO and belt pulley, 10 inch wide pads in good condition, alternator, key for ignition and starter. 4cyl gas engine, drawbar tested HP 21 (new) \$5,750 call or email 208-892-1887 dgrobin3@gmail.com. Moscow, ID

PROPERTY

100 acre irrigated alfalfa farm @ 8711 Upper Ave Emmett ID. Covered Hay Storage 60x100 - enclosed equipment storage or horse arena 60x100 - 3 bay

heated shop 40x60 - 3 car garage 3960 sq ft luxury home. \$4.1m. 208-891-9242 or 208-484-9641.

WANTED

Wanted old Idaho Patches! Farm Bureau, Farming, Hunting, Idaho Cattlemen Assoc, Idaho Fish and Game. Top Dollar Paid! Call, email, or text pics. Rusty Kramer idahotrapguy@hotmail.com 208-870-3217

I pay top dollar for any type antique advertising signs or promotional items. Will also buy complete estates or complete collections. Let me know what you have. I also do Classic Car appraisals and Antique appraisals. Call or Text Tom 208-867-9357 I'm in Southern Idaho

Paying cash for old cork top embossed bottles and some telephone insulators as well as other vintage and antique items. Call Randy. Payette, Id. 208-740-0178.

Wanted: WWI, WWII, and Vietnam war souvenirs (medals, daggers, flags, uniforms, etc.) Located in SE Idaho. Call or text 208-201-3351.

Paying cash for German & Japanese war relics/souvenirs! Pistols, rifles, swords, daggers, flags, scopes, optical equipment, uniforms, helmets, machine guns (ATF rules apply) medals, flags, etc. 208-405-9338.

SERVICES

ROCK CHUCKS EAT YOUR PROFITS. I eliminate them — safe, precision shooting. 1,600 removed since 2024. Retired • Independent • No

fee, Serving SW Idaho Rick Weidner 986-888-7051

Farmers are in a great position to take advantage of solar energy. Tired of paying utility bills? If you are interested in exploring a solar energy system which can give you FREE fuel and FREE electricity for over 30 years, please contact me 208-303-7115 John D'Angelo.

Are you looking to have a sign painted or a mural on your barn? Need anything drawn or just want something pretty on your walls? I am currently open for art commissions! Contact Seva Kay via email: seva.kay2000@gmail.com.

FREE CLASSIFIEDS

Non-commercial classified ads are free to Idaho Farm Bureau members. Must include membership number for free ad. Forty (40) words maximum. Non-member cost is 50 cents per word. You may advertise your own crops, livestock, used machinery, household items, vehicles, etc. Ads will not be accepted by phone. Ads run one time only and must be re-submitted in each subsequent issue. We reserve the right to refuse to run any ad. Please type or print clearly. Proofread your ad. Ads must be received by September 18 for the September.

Mail ad copy to:
FARM BUREAU PRODUCER
P.O. Box 4848, Pocatello, ID 83205-4848
or email Kristy at knlindauer@idahofb.org

**Free Classified ads for
Idaho Farm Bureau Members
Send to knlindauer@idahofb.org**

IDAHO
FOUNDATION **FFA**

**SEPTEMBER 23
ST. JOHN, WA**

**OCTOBER 23
CALDWELL, ID**

BUSTIN'
CLAY for ID FFA

**Register now!
\$700/Squad (6)
\$25 off with
code FBMAg**



**GROWIDAHOFFA.ORG
208-779-2334**

Do you believe in the future of agriculture? GIVE THE GIFT OF BLUE!

With generous donors like you, we provide official FFA blue jackets to deserving students who cannot afford their own, enabling them to be part of a legacy and forge their unique path. Will you help a student start their journey in FFA?



Name _____

Address, City, State _____ Zip _____

Phone _____ Email address _____

Payment: All information will be kept confidential. Card or check accepted.

Card Number _____ Or Check enclosed \$ _____

Expiration Date _____ Security Code (3-Digit) _____

Donation: \$125 (One jacket) \$250 (Two) \$375 (Three) \$500 (Four) Other \$ _____

Preferred FFA Chapter (Optional): _____

Mail to:
Idaho FFA Foundation
P.O. Box 827
Star, ID 83669

Rather pay online?
Scan QR code with
your smart phone or
text JACKET to 50155



Donate by Sept. 19th
Questions?
Contact 208-779-2334 or
Maggie@GrowIdahoFFA.org



LOOKING FOR A NEW PODCAST?

**Idaho
Farm Bureau**
P.O. Box 4848
Pocatello, ID 83205-4848

DIRT ROAD DISCUSSIONS PODCAST

Episode 117 - Blooming In The High Country

Step onto the dirt road and into the vibrant world of high-altitude flower farming with Beth Brinkerhoff, owner of Teton Flower Farm in Victor, Idaho. In this episode of Dirt Road Discussions, she shares her story of what it takes to grow, harvest, and market delicate flowers in one of the state's most challenging climates.

Beth and her husband learned how to use geothermal resources to heat and cool crops naturally using underground air tubes. Beth breaks down the reality of her daily routine—from pre-dawn harvests to fulfilling orders for Jackson Hole florists and Whole Foods—and shares her plans to expand into agritourism with "cut-your-own-bouquet" nights.