



Volume 6, Number 7, July 5, 2018

by Larry A. Quinn



KIM BREMMER SPEAKS UP FOR AGRICULTURE – Kim Bremmer (Allied Industry Member, Loyal, WI) is owner of *Ag Inspirations, LLC*. She grew up on a dairy farm in north central Wisconsin, but never dreamed she would ever be involved in agriculture. “I loved the medical field and always wanted to be a doctor. Heading back to the farm or studying agriculture was never a thought.” But a year into college at University of Wisconsin-Madison, it was clear how much she missed the cows and began work on the campus farm and in the ruminant nutrition lab. “I have always loved science, so working in the lab and studying animal nutrition and biochemistry seemed an instant fit.” Kim graduated with a degree in dairy science and a degree in agricultural journalism and then worked as a livestock nutrition consultant for 15 years in central Wisconsin. “The best part was getting to work with farmers every day and being challenged to problem solve and help increase their profitability. I am blessed to live in a county that has twice as many dairy cows as people. It’s beautiful!” But after volunteering for Common Ground (findourcommonground.com), she



realized how disconnected everyday consumers are from the farmers who grow and raise our food. She wanted to do more to help amplify the real story of agriculture and dispel myths about farming and *Ag Inspirations, LLC* was born. Kim's mission is to inspire farmers to tell their story, connect people to where their food comes from and represent the great success of American agriculture. She specializes in communication and connecting with consumers. Today, as an Academy Member of the National Speakers Association, Kim can be found traveling the country speaking to licensed health care professionals, students, bloggers, professors, legislators, agriculturists and farmers about the *real* story of agriculture. "American Agriculture has an amazing story to tell about improvements in how we care for animals and land and how we conserve resources like never before. Our success is built on science, technology and innovation. We

need to do all we can to help protect the reputation of our farmers and their use of technology in growing and raising food. We all have a role and responsibility to speak up for agriculture in a time of mass fear-marketing surrounding our food." Kim is passionate about spreading the message that there is no one way, one-size-fits-all way to farm, and how the true story of sustainability is much bigger than anything that can be put on a trendy food label or in a flashy marketing campaign. "Sustainability in agriculture is so much bigger and complex than that." You will find Kim engaged in discussions everywhere she goes from the grocery store to the airport where she is likely carrying cheese in her purse to share with people she meets along the way.

REPORTING IN RETIREMENT – Al Gustin (Emeritus Member, Mandan, ND) said, "Things are good up here in North Dakota, but we're praying for rain, which is typical." He added, "I enjoy your *Airing on the Side of Agriculture* blogs and thought I'd bring you up to date on something I've been doing." **Dwayne Walker** (left) and **Al Gustin** have been working



as a photographer and reporter since 1969. "We're both retired, but we're still doing reports for *This Week in Agribusiness*. Recently, we've been doing PowerPoint presentations on our 50 years in the business. We include some of the more memorable and significant TV reports we have done over the years. So far, we've done

two of these presentations. The reception has been great, and I have no doubt we'll be doing more.”



OKLAHOMA FARM BROADCASTER – With two years now under his belt as a radio personality, **Carson Horn** (Radio Oklahoma Network, Oklahoma City, OK) is starting to get the hang of the broadcast industry and is making a name for himself among the agriculture community in Oklahoma. In June 2016, Carson joined Radio Oklahoma Ag Network as Associate Director of Farm Programming with no prior experience in the broadcast industry. Fast-forward to today, Carson has absorbed a full range of responsibilities at the network on and off the air, covering both markets and news throughout his daily routine. Under the tutelage of Farm Director and Hall of Fame Broadcaster **Ron Hays**, Carson has become integral to the management of the network’s companion website and newsletter, *The Oklahoma Farm Report*, aside from his duties on-air. A native of Yukon, OK, Carson grew up on his family’s diversified farming operation producing wheat, cattle, corn and cotton. He would later graduate college with a degree in agricultural communications from Oklahoma State University where he served in many leadership positions including his role as Noble Ruler of the *Alpha Gamma Rho* fraternity. Upon graduating, Carson was invited to join the Arkansas Cattlemen’s Association in Little Rock, AK, as Director of Communications. He spent four years with the association, over time taking on an active role in its administration and legislative efforts. As editor of the association’s monthly publication, *The Arkansas Cattle Business*, Carson took time during his tenure to completely redesign the 60-year-old magazine and oversaw the expansion of its profitability. He also spearheaded the effort to revitalize the association’s annual convention and trade show, and

through his work, built it into what is now billed as *Arkansas' Largest Farm and Ranch Show*. His work with the ACA was recognized by the National Cattlemen's Beef Association, which presented him with the 2015 *Excellence in Communications Award* during the Best of Beef event at its annual convention. Before moving back home to Oklahoma, Carson met, **Dr. Morgan Moore**, an internal medicine and pediatrics resident with the University of Arkansas Medical School and Arkansas Children's Hospital after conducting an interview for the ACA magazine with her father, **Jim Moore** of Moore Cattle Co. from Charleston, AR. Jim was named last year as Certified Angus Beef's *Commercial Commitment to Excellence Award* winner. Dr. Moore years left to complete in her four-year residency program, after which time the couple plans to marry. Carson can be reached by calling the Radio Oklahoma Ag Network office in Oklahoma City at (405) 601-9211 or by email at carson.horn@radiooklahoma.net.

ON THE FRONT PORCH RADIO SHOW – With the desire to tell the unique stories of the many people throughout the central part of the country and beyond, the crew at KFRM (Clay Center, KS) had a brainstorming session in **Kyle Bauer's** office one day and, as they say, the rest is history. **Duane Toews** reports, “While the vast majority of our programming focused on the dollars and cents of production agriculture and agri-business, we knew there were some really special stories to be told that had nothing to do with what we focus on every day.” *On the Front Porch* is a long form, talk program with five different hosts covering each day of the week. The program consists of four segments that are eleven minutes in length for a total of 44 minutes. With breaks, it makes a nice hour-long show. The show is anchored by **Kyle Bauer** covering Monday and **Duane Toews** closing the week on Friday and other staff catching the days in between. “It has opened a whole new base of potential guests for us to expose to the KFRM family. Past guests have included world champion cowboys, a photographer for National Geographic, Veterans of Foreign Wars and other notables in between. The program is well into its second year with no sign of slowing down,” Duane said. “So, grab a cold drink, sit back and relax and join us *On the Front Porch*.” The program airs at 2:30 p.m. and 7:00 p.m. Monday through Friday. Tune in to 550 AM in the central plains or the web at KFRM.com.



MARKET ANALYST AND BROADCASTER – Clint Ridley

of rural St. Onge, SD, is a commodity market analyst for KBHB (Sturgis, SD). Clint started his radio broadcast journey in 2012, following the departure of NAFB member **Chase Adams** from the radio chair. For Clint, reporting on the commodity markets isn't just a job, it's a way of life. "I run a cattle brokerage business, so understanding the markets, what makes them move, and relaying them to the public came natural to me," said Clint. He sources feeder cattle to customers from the Dakotas to Texas, along with being a fifth generation rancher on his family ranch. He believes that being diversified in agriculture is important. At the station, he does daily radio shows at the market open and close, talking about live cattle, feeder cattle, and corn. Working in broadcasting has been a great opportunity for Clint to grow



his skillset while providing valuable information to a broad audience across the Dakotas, Wyoming and Montana. Clint's journey hasn't been without setbacks. In early 2015, Clint was diagnosed with a brain tumor and spent several weeks in Rochester, MN, for surgery and recovery. Upon arrival home, he spent several more months in recovery, taking chemo treatments and doing rehab. "My right side of my body was paralyzed, and my speech was pretty severely affected by the surgery, but my life was saved. I wasn't sure if radio was going to fit back in my cards." After taking almost two years off to recover, his speech returned to the point where he felt he could once again share his talent. "The team at the station was great at filling in for me." In January 2017, he made his debut back on KBHB, starting off slowly but working back to fulltime. In the face of adversity, Clint has managed to keep a bright outlook and expand his family by marrying **Lexi** in August 2015. In March 2017, they welcomed their first child **Cooper**. Clint looks forward to a bright future in broadcasting and in life.

WE WANT YOUR NEWS – Send us your stories and photos for future newsletter issues. Contact me at larryaquinn@outlook.com or call me at **703-819-6532**. *Airing on the Side of Agriculture* is included in the blog section of NAFB.com. For an archive copy of any past issues, go to **Membership** and click on ***Airing on the Side of Agriculture***.