

COUNCIL HELPS BRING ETHANOL LEADERS TOGETHER

Supporting local events is important to the Agri-Business Council of Wichita, which is why it's Board of Directors offered financial sponsorship of the recent Ethanol Leader's Summit. The summit, hosted by Kennedy and Coe, LLC, invited 50 ethanol plant owners and board members from across the country for two days of networking and updates on issues and challenges facing the biofuels industry. The event was also sponsored by IMA, Black Hills Energy and ICM, Inc.

Participants joined Kennedy and Coe staff on Oct. 27 for a golf outing and evening reception then kicked off the next day with a presentation by Jerry Gulke of Strategic Marketing Services on risk management and a market forecast for 2010. Ethanol leaders also heard from Kerri Retter, IMA Financial Group, Inc. on directors and officers insurance; Janis Winterhof of Kutak Rock, LLP on employee benefits and Kennedy and Coe's Peter Martin on financing and refinancing. Afternoon breakout sessions were held regarding how to monitor financial and operational performance and understand financial statements as a board member; board governance, internal controls and audit committees; understanding regional and federal greenhouse gas emission regulations; new ethanol plant technologies; how to incorporate a water treatment program to track plant efficiencies and specifics topics for ethanol plant CFO's. The summit was designed to encourage audience interaction and the sharing of best practices. —

MEMBER PROFILE: EBERLY FARM AND SAM EBERLY

For a family business that began nearly 50 years ago as a country location for Wichita company picnics, day camps and parties, Eberly Farm has found its niche in agribusiness.



Sam and Judy Eberly own the 65-acre west-side farm that serves as a year-round hospitality center. Eberly Farm has grown from a single building to seated patios, outbuildings, shelters, picnic tables, paint ball shooting gallery and a log building. The Eberly's manage the business with their son, Chad, daughter-in-law, Susan, as well as ten full and part-time staff.

Sam went to work for the Farm Credit system in Wichita following graduation from Friends University. One day, his parents said they wanted to retire and were considering selling the family farm.

"I said, 'Whoa, let's talk about that,'" Sam replied. "Judy was teaching and I had a good job – we were happy as larks. All of a sudden there was an opportunity for us to accept or reject."

The rest, Sam says, is history.

When the couple made the decision to farm and manage an agritourism business, Sam says they wanted to do it "right." This meant expanding the services at Eberly Farm to accommodate larger groups. Today, they are now annual hosts of LearJet's company party for 2,000 employees. Just like the company, the party goes in shifts, 1,000 people are fed in the morning and 1,000 people eat in the afternoon.

"It's a day affair," Sam laughs.

Eberly Farm has been a member of the Agri-Business Council of Wichita (ABCW) since 2005 and Sam says he and Judy believe they have a responsibility to educate a growing urban population about the role of agriculture in their daily lives. As ABCW members they look forward to the monthly luncheons to hear from

AG PROFITABILITY EVENT SET FOR NEXT MONTH

The Agri-Business Council of Wichita is a financial sponsor of the an agricultural profitability conference scheduled for Dec. 8 at the Sedgwick County Extension Center, 7001 W. 21st. St., Wichita. Kevin Dhuyvetter, a Kansas State University ag economics professor, will kick-off the event by discussing risk management and marketing strategies. Kansas Farm Bureau's Mark Nelson will cover managing livestock price risk and K-State's Troy Dumler will address crop production costs and profitability for 2010. American Farm Bureau's Rick Krause will talk about the impact of cap-and-trade on agriculture. K-State's Dan O'Brien will discuss the outlook for the grain market.

Cost is \$15, which includes lunch and materials. To register or for more information, contact Sedgwick County Extension Agent Gary Cramer at (316) 660-0100 or gcramer@ksu.edu. —

STUDY FINDS CONSUMER TRUST IS KEY ISSUE FOR U.S. FARMERS

Reprinted from wire services

Consumers still trust farmers – they just need their confidence restored in some aspects of the food system.

Those were some of the conclusions from a "consumer trust" survey commissioned by the Center for Food Integrity. Highlights from the survey were presented at the 4th Annual 2009 Food System Summit in Kansas City.

"That is a challenge in building consumer trust," said Center for Food Integrity CEO Charlie Arnot. "As an industry, we've relied on science and attacked our attackers. That's not working. We need to build consumer trust and confidence in the food system."

Research indicated the contemporary food system is not perceived as being consistent with the understanding or values of consumers or with the positive attributes historically assigned to farmers. Voices questioning current food systems practices are increasing in number and volume.

Arnot says research revealed the target the food system industry should focus on the early-adopters who are agents of change and will drive social change.

"They are the opinion leaders and gatekeepers of their social groups," he said. "They are more likely to believe and be impacted by education as long as it is not perceived as self-interest. It must be objective and balanced."

As a group, early-adopters are more educated, have a higher social status, are information seekers, have a favorable attitude toward science and look toward change. Early-adopters also prefer to receive information on the food system from online sources, followed by cable TV.

Key findings of the survey states that consumers:

- hold farmers/producers, themselves and food companies/processors primarily responsible for food safety
- continue to trust themselves and food prepared in their homes
- place a high amount of trust in farmers and food companies for food safety
- hold farmers primarily responsible for humane treatment of farm animals
- lack confidence and trust in any food system segment for ensuring the humane treatment of farm animals
- hold farmers primarily responsible for sustainability
- lack confidence and trust in any food system segment for ensuring sustainability
- hold themselves, farmers and food companies primarily responsible for nutrition
- lack confidence and trust in any food system segment for ensuring nutrition. —

speakers and to visit with fellow agribusiness owners.

"Everyone who is involved probably has the same goal in mind – to learn and converse with people who are in agribusiness," he says. "That's a positive thing to have everyone focused on the same issue. We can learn from each other."

The Eberly's believe they have a responsibility to show their urban neighbors what living in the country is all about. The Barnyard Buddies petting zoo allows guests to experience livestock while the farm's hiking trails, swinging bridge and Big & Little Dipper cable swings in the forested area along the Cowskin Creek are all conscious attempts to share agriculture and country life.

Eberly Farm also caters events, sells meats and has a swimming pool and pitch and putt golf course, making the farm the ideal place for many weddings, receptions, bar mitzvahs and pool parties.

Besides bringing corporate Wichitans to the country, the farm also holds birthday parties. Sam says they own an inflatable jumping toy, pull a homemade barrel train with a four-wheeler and give hayrack rides through the timber.

On the side, Sam still manages a farm and ranch, markets brome hay and cares for horses, goats, sheep, calves, rabbits, chickens and multiple miniature-sized animals used for the petting zoo.

For more information, go to eberlyfarm.com. —

