The Grain Chain
FAR HORIZONS

Kentucky bourbons and wines, cattle, soybeans, and other foodstuffs have found a niche in the huge, developing markets of Asia. South America, too, is beginning to open up as a major importer of American agricultural goods.

The growth of those international markets, as both population and incomes rise, is key to the remarkable expansion of Kentucky farm sales over the last decade—a growth that is about one third of the state’s agricultural production is exported. Despite losing roughly $1 billion of tobacco and equine sales during this time, farm gate receipts have increased by about $2 billion. There are many positive factors in this success, but soaring grain prices driven by global demand is the largest.

Many forecasters predict that demand for food and agricultural products will grow faster than supplies over the next few decades. Some even conclude our long era of cheap commodities and food is coming to an end, or at least, long-lasting changes are under way.

The most recent estimates are that world food production must double by 2040 to meet the global demand. How is this possible if most of the planet’s cultivable land with available fresh water is already in production? If these projections are to be realized, the pace of improvements in yield and productivity that we have enjoyed for several decades must be sustained, and possibly increased. Clearly, the need for agricultural research and technology transfer is as great as it has ever been.

Similarly, in a globalized economy America’s universities can expect that an increasing fraction of our graduates will travel and work beyond our borders. This issue of the magazine includes a profile of Scott Hostetler, a 1988 graduate of the Landscape Architecture program, who founded one of the world’s largest international landscape architecture design firms. His company has offices in four Asian cities and employs hundreds of designers worldwide.

International travel experience is one of the best ways we can help the graduates of our college become world-ready. Faculty-led study trips are nothing new—we have sustained a student exchange with a university in Dijon, France since 1991—but we appear to be on target to set a record this summer, with six organized groups of up to 14 students each planning to go to France, the United Kingdom, the Netherlands and Denmark, Argentina, the Czech Republic, and Ghana.

While the world is growing in population and, in many regions, wealth, it appears to be shrinking with regard to communication and interaction. In a future of increasing international competition and collaboration, we can expect increasing demands upon and opportunities for our food and agriculture systems and for the students we graduate. This creates an even greater role for America’s land-grant university system, continuing to lead the way in education, research, and service.

M. Scott Smith
Dean and Director, College of Agriculture
News

4-H Means Business

There aren’t many 13-year-olds who have their own businesses, let alone a storefront business. But Boyle County’s Griffin Blevins does. Two days a week, she sells her hand-made Scrabble-tile pendants and Murano and Pandora beads jewelry from her store in Danville. It all started for Griffin after attending a 4-H Means Business sale in Madison County, where the club originated. Impressed with all the 4-H’ers selling merchandise, she knew she wanted to go home and start a 4-H Means Business club in Boyle County. With the help of her mom, then University of Kentucky 4-H Extension Specialist Stephanie Blevins, that’s what she did. The club started in 2010 with three members; it has grown to 17 today, with members ranging in age from 9 to 14.

“This, by far, is the most comprehensive program 4-H does. It lets kids implement what they learn,” said Stephanie Blevins.

Pet accessories and homemade soaps are examples of the variety of merchandise the Boyle County 4-H’ers sell. Some of them make their own products, while others buy and add value to merchandise for resale. But whatever they sell, they must give 10 percent of their profits to a charity of their choice, while also saving and putting money back into their businesses.

“It’s a whole different way of thinking,” Ragland said, “and for some, nothing else has spoken to them like this.”

No Pests, No Mess

Cucumber beetles and squash bugs can wreak havoc on melons, squashes, and gourds. Most cucurbit growers spray systemic insecticides to control insects, but UK entomologists and horticulture specialists are teaming up with Iowa State University faculty to investigate potential chemical-free alternatives.

“Cucurbit crops can be difficult to grow in Kentucky due to intense insect and disease pressure,” said Tim Coolong, UK horticulture specialist.

A Pest Management Alternatives grant from the U.S. Department of Agriculture will help the team find more efficient ways of covering rows of cucurbits with polypropylene to physically prevent pests from reaching the plants. The covers remain on the plants until flowering. After the blooms are pollinated and the fruit is set, the covers will go back on the plants until harvest. “The practice has long been used by organic farmers,” Coolong said. “Our team is evaluating the feasibility of mechanizing the process, so it can be used for larger acreages and by conventional farmers who may just want to use fewer insecticides.”

No Mess, No Picnic

OUTDOOR DINING can be rife with bacteria—Salmonella, E. coli, Clostridium, Streptococcus—the list goes on and on. And so might the stomach problems they cause. Foods and nutrition extension specialist Sandra Bastin preaches the mantra, “Keep cold foods cold (below 40°) and hot foods hot (above 140°). And wash your hands!”

What they learn is record-keeping, budgeting, inventory, and how to count change. It also teaches them people skills.

“It’s great for their interpersonal skills; it gives them lots of practice working with the public,” said Kim Ragland, Boyle County 4-H youth development agent.

“One young man was so shy he would not speak to anyone outside of his family, no one," she said. "Today he will stand up and speak to strangers and does a great job.”

True Blue

THE TANGY, TASTY BLUEBERRY, the essence of summer, is a natural for Kentucky and not just because of its color. The fruit is native to North America and gaining in popularity among Kentucky growers. Mostly passed over by pests or diseases, an acre of mature bushes can yield 5,000 to 11,000 pounds of berries if planted on a good site. They do require an acidic soil, however, and that’s not all that common in the state. But UK horticulturist John Strang says soil amendments can create a welcoming environment for our true blue berry.

A GROWTH INDUSTRY

The national greenhouse and nursery industry showed its biggest growth 20 to 30 years ago, but it wasn’t until 2000 that Kentucky’s industry started to expand, doubling its numbers in the first eight years of the new century. According to Dewayne Ingram, UK professor for nursery crops, the growth in the state coincides with Kentucky Agricultural Development Fund investments into short rows. And that ain’t chicken feed. More than an acre of corn! Water in a single day—that’s enough to produce eight gallons a day. Sweep your driveway rather than hose it down and save 22. If everyone who receives The Ag Magazine took the pledge, we’d save nearly 800,000 gallons of water in a single day—that’s enough to produce more than an acre of corn! And that ain’t chicken feed.

Don’t be a Drip

Follow the advice of Ashley Osborne, UK Environmental and Natural Resources Initiative, and pledge to save 40 gallons of water a day. It’s simple. Brushing your teeth? Turn off the water and save as much as eight gallons a day. Sweep your driveway rather than hose it down and save 22. If everyone who receives The Ag Magazine took the pledge, we’d save nearly 800,000 gallons of water in a single day—that’s enough to produce more than an acre of corn! And that ain’t chicken feed.

Cirque du Slug

The ground dwelling leopard slug Limax maximus, which UK entomologist James Harwood says can be found in suburbia, greenhouses, and farmland, turns into a high wire artist when its thoughts turn to procreation. Unlike other slugs, it mates suspended in the air.
Heal the Land, Heal the Heart

WIND WHIPPED out of the west: unrelenting, threatening rain. The volunteers lowered their heads, leaned into their dibbles, and pressed seedlings into the earth, planting native trees to heal a landscape twice traumatized.

Long before passengers and crew of United Airlines Flight 93 sacrificed themselves to avert an attack on the U.S. Capitol, service for the 40 heroes who died here.

“Your work today is part of a bigger effort to create a unique memorial, one that is as much about the land and the natural environment as it is the architecture,” Jeff Reinbold said, speaking to the volunteers during the event’s opening ceremony. Reinbold is the general superintendent for the National Park Service in Western Pennsylvania.

Over two weekends in late April, 600 volunteers from Pennsylvania, Kentucky, and Massachusetts planted 14,000 trees. It’s just the beginning. The multi-year task of reforesting more than 200 acres with 150,000 trees requires collaboration, effort, said Christopher Barton, associate professor in the UK Department of Forestry.

“We’ve only been able to do this because of the partnership between the Appalachian Regional Reforestation Initiative (ARRI), the Appalachian Regional Commission, the American Chestnut Foundation, the National Park Foundation—the list goes on and on.”

The College of Agriculture’s participation in the project is significant, he said. It includes students and alumni working on the reclamation effort, the growing of hundreds of trees to be planted at the memorial, including rare American chestnuts, and years of research from Barton, as the ARRI science team leader, and other UK researchers before him.

“I’ve devoted so much of my time and effort to the research to figure out a way to restore the ecosystem on these mine lands. And now we’re applying the work we did in the lab, in the greenhouses, and in the field on a large scale,” he said. “In about 10 years, these little seedlings we’re planting today, which are 1 year-old bare-root stock, will start to form a canopy. Then you’ll really see the condition of these lands change very rapidly.”

UK Ag alumni Patrick Angel is a soil scientist who works for ARRI in the Office of Surface Mining Reclamation and Enforcement. He oversaw the team leaders for the planting.

“This is a very special site,” Angel said. “This is a healing of the heart and of the land. Many folks I’ve spoken with said this work is an expression of grief for the 9/11 victims and their families, and at the same time, a positive response to this issue of drastically disturbed lands and forest fragmentation across Appalachia. Planting trees is a good thing to do.”

Everyone involved felt a deep connection to the setting, Brandon Perry and Cameron Stone were among the fifth-year Landscape Architecture students who were studying the site for their capstone course and were two of UK Ag’s team leaders for the event. They were in middle school on 9/11.

“It’s an amazing opportunity to be part of something this big,” Perry said. Hannah Angel, a sophomore forestry major from London who was also one of the team leaders, was in the fourth grade on 9/11. Though she didn’t comprehend much of what went on that day, she understands it a lot better now. “It’s an honor.”

And to Cameron Stone, it was simple. “It’s an honor.”

UK Forestry and Landscape Architecture students led teams of volunteers in reforesting strip-mined lands on the site of the Flight 93 Memorial in southwestern Pennsylvania. Here, Landscape Architecture Associate Professor Brian Lee (in orange vest) and fifth-year student Cameron Stone (left, bearded) sorted tree seedlings with volunteers from multiple states.
Who would have expected this in the mountains? On March 2, when 14 powerful tornadoes pummeled the state, Morgan, Magoffin, Menifee, Johnson, and Wolfe counties in Eastern Kentucky took a direct hit from an EF-3 twister that stayed on the ground for approximately 10 miles.

The tornado, at times a mile wide, destroyed the town of West Liberty in Morgan County, including the Morgan County Cooperative Extension office. In Northern Kentucky, an EF-4 tornado left a 1.6-mile swath of damage. The storms tore apart homes and barns and wiped out fencing, equipment, and feed. Livestock ran loose for more than a week in some places, and feed supplies were destroyed. School children were left without books and destroyed. Family and consumer sciences extension agent Brenda Cockerham plunged in after the storm to find ways to meet people’s basic needs.

“We cooperated with community volunteers to set up a relief center,” she said. “We were amazed by the generosity of people who donated supplies that were shouldered high above 30 tables; they filled an entire gym again and again.” Ag agents coordinated pasture and field sweep teams to collect small debris that could harm livestock if they picked it up while grazing; delivered round bales of hay for livestock; got access for groups of volunteers from other counties to help clean up debris and build fences; and distributed the many donations that poured into the traumatized areas.

In Laurel County, where an EF-2 tornado touched down and destroyed everything in its path for more than six miles, agriculture and natural resources agent Glenn Williams said many farmers didn’t realize their fences weren’t covered by insurance. The Laurel County Extension office worked with other agencies to raise funds for fencing supplies to meet farmers’ needs. The world can change in a moment. March’s fury proved that. But Extension staff and volunteers pulled together for a common purpose: to take care of people—because in the end, that’s all that matters.

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**First the Fury, Then the Fortitude**

**MARK WILLIAMS**

To say Mark Williams exudes a passion for sustainable agriculture understates the obvious. An associate professor in the Department of Horticulture, he led the development of and directs the College’s multidisciplinary undergraduate degree program in sustainable agriculture.

**Q** You grew up in Lexington. How did you become interested in agriculture?

**A** I sometimes think an interest in agriculture might be genetic. My grandparents on both sides of my family had farms or very large gardens. I started gardening when I was 13 or 12. I really prided myself on my ability to garden. I was reading books, I was watching “Crockett’s Victory Garden” on PBS. It was a real passion. Then I got a College of Agriculture professor, Wilbur Frye, moved in behind our house. He had a spectacular garden—better than mine. He’s the one who taught me what it meant to be a plant Scientist. I wanted to be in agriculture, and he gave my idea legitimacy. He made me see my only choice wasn’t just to farm—I could be a scientist as well.

**Q** How did you become interested in sustainable agriculture?

**A** I did my doctorate in plant molecular biology at the University of California, Irvine. I really got indoctrinated into that whole West Coast food scene and organic food.

**Q** What makes you most proud?

**A** I’m proud that we’ve built this community in the College and on campus that thinks about sustainability. We are in our sixth year of the CSA. We’ve got 31 majors in the degree program and eight or so minors. The organic farming unit continues to expand. The College is positioning itself to be a leader in sustainable agriculture in the United States. I think that’s something that’s changed as a result of this program.

**Q** First Fridays are fresh.

**A** When I came here, I tried to forge an area where I could make a contribution. Brent Rowell, chair of the farm committee in those days, believed there was a place for organic agriculture and supported me. That was my calling card. I started out in weed control and organic agriculture, but then I expanded into all aspects of organic horticulture production. I hold this to be the best way of farming now, not just at individual components. Our goal is to make the whole system more sustainable and preserve our rich agricultural heritage.

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In the 1700s, Kentuckians began cultivating whiskey and wine, two industries that, over the course of the next 200-plus years, thrived then nearly disappeared before once again becoming prominent. Along the way, the UK College of Agriculture has been there to champion the bourbon and wine industries, supporting them with regulatory assistance and solid agricultural research.

**Give it to me straight!**

In the 1700s, the first Kentucky settlers labored hard transporting crops to markets over steep mountains and narrow paths. Converting grain to whiskey made it easier to transport and gave excess grain a purpose. Whiskey is distilled from corn, rye, wheat, or malted barley, then aged in barrels. Straight whiskey comes from a single batch, but legitimate rectified whiskey is made by blending various whiskies to obtain a desired quality. Some less reputable folks figured out it was quicker and cheaper to blend the straight whiskey with other ingredients or dilute it with water or grain alcohol and skip the aging process. This could leave the product either pretty tasteless or tasting vile; makers either had to blend it with aged whiskey or add colorings and flavorings to it to get a similar look and taste to straight whiskey.

By the late 1800s, federal bottling acts allowed whiskey producers to label bottles distinguishing straight whiskey from blended products. Straight whiskey gave them a competitive edge with consumers, but producers could still rectify it after taxes were paid on the product. Diluted whiskey is not how Melville Amasa Scovell wanted Kentucky to be known. The first director of the Kentucky Agricultural Experiment Station had in mind a pure, straight bourbon whiskey that would make the Bluegrass State famous. So in the early 1900s, the man who would later become dean of the UK College of Agriculture set out to purge the industry of the rectifiers.

In 1903, Scovell had an opportunity, with the first commissioner of the U.S. Food and Drug Administration, Harvey Wiley, to lobby for a Pure Food and Drug Act. He enlisted the help of Edmund Taylor, maker of the Old Taylor brand of straight whiskey, and Robert Allen, another employee of the Kentucky Agricultural Experiment Station. Taylor represented Kentucky’s straight whiskey makers. Remains of his Old Taylor distillery along Glenn’s Creek in Woodford County still stand today, complete with a castle and a unique peristyle springhouse.

In preparation for the 1906 Pure Food and Drug Act, Scovell chaired a committee that ruled on whiskey at a Pure Food Congress. After much discussion, the congress ruled that even though rectified alcohol had fewer impurities in it than straight whiskey, only straight whiskey was the true product.

When the act passed, Scovell gave a passionate speech describing this “fake” whiskey. “It is this sort, made out of this new alcohol, that will eat the very vitals out of a coyote; it will make a howling dervish out of...”
Scovell served the UK College of Agriculture until his death in 1912. A writer for Louisville's The Courier-Journal said he had become one of the most influential and popular citizens of Kentucky and described his death as a "savage loss."

Back to the future

Contrary to what some might think, the American wine industry did not begin in Napa Valley, Calif.; it began in Central Kentucky. In 1799, Swiss vinedresser James Dufour began working on a vineyard located on the Kentucky River in Jessamine County. He named it none other than First Vineyard. On about 630 acres, Dufour, his family, and friends identified the Cape grape as one that did very well in the Bluegrass climate and soils.

The vineyard continued until 1809, when a late May freeze destroyed the crop and many of the vines. Dufour gave up and moved to Indiana. But Kentucky did not give up on wine, and its grape growers overcame many obstacles, including the Civil War and various vine diseases, to make the state the third largest grape and wine producer in the United States by the late 1860s.

Prohibition put the brakes on the industry, and many growers turned over their acreages to tobacco production.

Fast forward to the late 1990s. Kentucky passed legislation in 1976 allowing wineries to operate again. Later, after the 2004 tobacco buyout cut deep into the state's burley crop, some farmers turned back to grapes. In 1999, Kentucky had fewer than 70 acres of grapevines. Now that number is more than 500 and growing, according to Patsy Wilson, viticulturist for the UK College of Agriculture.

Wilson helps grape growers across the commonwealth plan vineyard varieties, teaches pruning techniques, and answers production questions that arise. She works with UK Ag extension specialist Tom Cottrell, who helps the wineries in their quest to make award-winning wines.

"As with any industry, we have our own set of challenges, the biggest ones being climate and making sure we choose the right types of grapes for each vineyard," Wilson said. "There are a lot of excellent wines in Kentucky now; they win local, regional and international awards. So we are definitely making a name for Kentucky wine."

Through her contacts with growers, Wilson got to know Tom Beall, who purchased a small tract of land in Jessamine County. In 1999, Kentucky had fewer than 70 acres of grapevines. Now that number is more than 500 and growing, according to Patsy Wilson, viticulturist for the UK College of Agriculture.

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Beall, a modest Winchester native, has always been a farmer. Once he started buying land near the Kentucky River, he couldn’t stop, buying up adjacent tracts as they became available. Then one day, a friend who had been brushing up on history read that the very first commercial vineyard was located in Jessamine County, maybe near where Beall lived.

"We knew that it was on the Kentucky River, and we read a survey Dufour did about this unique parcel of land—a peninsula—that is known as the great bend of the Kentucky River," Beall said. "It took us about four years to get all the documentation we needed, to know exactly where it was, then we pulled the deed and found it in about 2002."

As somewhat of a history buff himself, Beall was excited to find out his farm was the actual First Vineyard site. Around 2006, he decided to reestablish the vineyard.

"I tried to restore as much as I could," Beall said. "I propagated vines from about 40 cuttings of the same variety of grape Dufour started the vineyard with. I think it’s going to be good for all the vineyards and wineries. We can say, ‘This is where it all started.’"

Beall will try to make wine this year from the Cape grapes. He replicated a cabin tasting room where visitors can sample in a historical setting wine similar to what Dufour may have made. Beall said he might serve wine from other Kentucky wineries as well.

"We just want to give people a little bit of the ambiance of the way it might have been," said Beall, who kept the name First Vineyard.
THE GRAIN CHAIN

by Katie Pratt

Wheat seed is not very big, but what it helps produce is huge. Kentucky farmers, like the Hunts in Hopkinsville, plant that tiny seed in their fields in mid-to-late October. By June, it has developed into grain that helps fuel economies, create jobs, build corporate partnerships, and most importantly, provide nourishment to countless numbers of people every day in Kentucky and across the nation.

When many people think about Kentucky agriculture, horses and tobacco quickly come to mind, but the state boasts a significant amount of wheat production. Kentucky ranked 16th in the nation in winter wheat production in 2010, with growers producing 16.5 million bushels of the soft red winter wheat that provides flour for cookies, cakes, pastries, breads, and crackers.

Kentucky producers started growing more wheat when double-cropping it with soybeans became popular in the 1970s, giving them the chance to get two crops from a field in one growing season.

Rise in Wheat

A charter member of the Kentucky Small Grain Growers’ Association, Wayne Hunt has been growing wheat since 1961. His son, Steve, started farming in the 1980s. Steve’s son, Brandon, now has joined them. The Hunts, like many Kentucky wheat growers, have seen dramatic yield increases.

“In 1962, I got 40 bushels per acre,” said Wayne Hunt. “In 2011, we got 70 to 80 bushels per acre.”

In the 1990s, University of Kentucky College of Agriculture faculty formally organized the Wheat Science Group. They partnered with Kentucky Small Grain Growers, innovative crop producers, suppliers, and consultants, such as Miles Enterprises in Owensboro.

Kentucky wheat yields leapt from a typical 54 bushels per acre in 1997 to some reports of 90 to 100 bushels in 2011.

Over the years, the Hunts have worked with members of the UK Wheat Science Group, including soil scientist Lloyd Murdock and wheat breeder David Van Sanford, on various projects. Trials, such as those for wheat varieties and remote-sensing nitrogen applicators, have helped farmers across the state improve their yields and, more importantly, their bottom lines.

“It’s good to have university specialists who don’t have their heads stuck in the sand,” said Steve Hunt. “The research these guys are doing is cutting edge.”

The Hunts also raise Pembroke wheat, a variety developed by Van Sanford, and use minimal- and no-till practices as much as possible. “It’s really a good combination of UK wheat scientists and producers,” said Murdock, who is known for his work improving no-till practices. “In Kentucky, we have to be better managers, because we don’t have the field conditions that other states have.”
To the Mill

As wheat production and quality improved in Western Kentucky, Kentucky-based markets began to develop. The Hunts harvest their wheat in June and ship it to Siemer Milling Company in Hopkinsville.

“It’s a dinner market for us and other wheat growers in this part of the state,” said Wayne Hunt. “For Siemer to accept the wheat, it has to be government grade, which has actually helped us sharpen our management practices a little.”

Siemer Milling is a flour milling company based out of Teutopolis, Ill. The company built the Hopkinsville facility in 1995. When Siemer Milling arrived, the enthusiasm of Western Kentucky growers and UK specialists was a welcome surprise, said Carl Schwinke, vice president of grain supply for Siemer.

“Fewer of us here have a real desire and intensity to produce a quality product,” Schwinke said. “We were really surprised at how few markets there were here for farmers to sell their wheat year-round.”

Siemer’s Hopkinsville Plant has 36 full-time employees and turns 36,800 bushels of wheat into flour each day.

When the wheat arrives at the facility, it is segregated according to its attributes and blended four or five times to get a consistent product. Then the wheat is cleaned, soaked for four to six hours and cleaned again. This tempers the kernels and makes it easier to separate their parts.

From there, machines roll and sift the grain, producing smaller and smaller particles until the right size is reached for the desired flour.

“We can take three passes through the roller separator and end up with a number of products,” Perry said. “Wheat can make one pass through the roller and the sifter, or it can make 20 before it becomes flour.”

Connecting Companies

Siemer also provides flour to Continental Mills, which produces easy-to-make baking goods.

“The Siemer team does a fantastic job of building and maintaining long-term relationships,” Churchill said. “They use their expertise to produce the best products they can. We can’t do that without them.”

Siemer also provides flour to Ralcorp Frozen Bakery Products in Louisville. Headquartered in Downers Grove, Ill., Ralcorp Frozen is a national supplier of frozen products including pancakes, French toast, waffles, biscuit mix, private-brand refrigerated dough, pre-baked cookies, and artisan breads for in-store bakeries. Their largest customer includes national and regional restaurants, grocery stores, mass merchandisers, and foodservice distributors, including McDonald’s USA. As the leading global foodservice retailer with more than 31,000 restaurants in 119 countries, McDonald’s USA serves nearly 68 million people each day and employs 1.7 million.

Kentucky wheat goes into McDonald’s biscuit, hot cakes, cookies, oatmeal, and McGriddles.

“Farmers and ranchers are a critical part of our supply chain, and as any great chef will tell you, good food starts with great ingredients,” said Danya Proudt, McDonald’s USA spokesperson.

With by-products of economic advancements and opportunities, not to mention food products that feed a nation, a grain of Kentucky wheat is anything but small.

Feeding the Nation

Continental Mills’ Hopkinsville facility employs 200 people and produces products for several national brands including Krusteaz, Ghirardelli, and Classic Hearth. Finished products are distributed to club stores and groceries east of the Mississippi River.

In addition to piping flour to Continental Mills, Siemer trucks it 29 miles to Bremner Food Group, the largest supplier of private label crackers, cookies, and snack nuts in the United States. One of the reasons Siemer decided to build the Hopkinsville facility was because Bremner, its largest customer, relocated to nearby Princeton from Louisville in 1993. The Princeton location is Bremner’s largest facility. It produces more than 150 million pounds of product each year.

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From the pipe, the wheat flour is stored in silos until Continental puts it to use in their 100-plus formulas for baking mixes.

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When Delores Stephens ladles made-from-scratch Kentucky Proud taco soup into Matthew Turtel’s bowl at Montgomery County High School, she becomes a link in a very short chain. After her are consumers, in this case students. Before her are the local processor and the Central Kentucky farmer who raised the steer that provided the beef that flavored the soup that Matt ate.

A few years ago, Matt probably wouldn’t have eaten local food at school unless he brought it from home. Often processing was the missing link in the chain. But the College of Agriculture and a group of dedicated Kentuckians are helping to strengthen the system.

Fortune Favors the Bold

That same USDA study found that a local food supply chain often was not cost-effective without the proper infrastructure to move food from farm to market. Preston Correll, John-Mark Hack, and Richard McAlister shared some frustrations that reflected that deficiency in infrastructure.

“I love food, I love meat, and I was a bit frustrated about not being able to get the local meat here at the quality I wanted,” said McAlister, a Scottish stonemason who owns McAlister Stone in Garrard County.

Correll is a Lincoln County livestock producer whom McAlister describes as “a wee bit frustrated with getting his product to market in a fashion he was comfortable with.” College of Ag lecturer Hack has been a tireless campaigner for small-scale ag,

Beginning as an agriculture and natural resources extension agent and later as founding executive director of the Governor’s Office of Agricultural Policy under then Gov. Paul Patton.

The three men, joined by Correll’s cousin Greg Correll, decided to build something to fill the gap—Marksbury Farm Market, a USDA-inspected, full service processor and market.

McAlister approached his friend Bob Perry, the College’s resident chef and sustainable agriculture liaison, for help.

“I was able to help them in the planning phase through my con-
The butcher shop at Marksbury Farm Market was an important part of the project, Richard Mulkalar said, “because it seemed ridiculous to us to help build that local food economy there and not give people access to it. Telling people they could buy it in Louisville or Cincinnati didn’t make any sense to us.” Shown here is shop manager Jon Reed with customer Sue Churchill.

Making the Most with What You Have

Meat, unlike horticultural crops destined for a farmers market, must be inspected and approved by the USDA in order to be sold in cuts to consumers. “The challenge we have is to help farmers understand the law. And the challenge we have with the public is they like the concept of locally produced products, but they’re most familiar with the way things look in the grocery store,” Rentfrow said. “That’s where I come in. If we’re going to do these market chains for local products, (farmers) need to find processors who can break down the animal so the cuts look familiar to the customer.”

Rentfrow, a former commercial butcher, has conducted meat cutting trainings at Marksbury. He’s also one of the principal investigators in the College’s Food Systems Innovation Center. The center assists in the production, processing, and marketing of local and national food products. Much of FSIC’s work is to help farmers transition from tobacco dependence to value-added food production. From his standpoint, Rentfrow knows if a business wants to be sustainable, it’s important to use the entire animal.”

“I think what’s really helped them (Marksbury), they’ve gotten into making other products than simply cuts of fresh meat,” he said.

Marksbury partner Hack believes that their full commercial kitchen, smokehouse, and chef has set them apart. “We’re able to add value in a variety of ways to all of the products that are coming out of here.”

It Starts on the Farm

Half of Marksbury’s business is contract work for farmers who already direct market. But the processor also has agreements with approximately 45 other producers who agree to Marksbury’s guidelines, which include on-farm visits from Marksbury personnel and customers, as well as sanitation and diet specifications and restrictions on using hormones, steroids, and antibiotics.

Clark raises poultry and 200 head of beef for the Marksbury brand. “I had a good run with the stockyards, but I’d rather be involved with food than just being part of the system,” Clark said. “There’s satisfaction in knowing you did a good job and feel comfortable with someone eating what you produced.”

More Than a Fad

Hack has strong opinions about local food. “I think it’s important to point out that the local food interest is not a fad,” he said. “It’s the beginning of a trend and the reorientation of the food system from the ground up.”

Julie Tuttle, ’92, believes part of that reorientation can start when consumers are young. Tuttle, Matt’s mom, is nutrition director for Montgomery County Schools—the first in the state to be named a Kentucky Proud School System. She sees the cafeteria as an extension of the classroom. “We’re teaching them to make healthy choices.”

Montgomery County High School’s kitchen hopes with enthusiasm. Some of what is prepared for breakfast and lunch gets as much local product as she can. A lot of the ground beef her cooks use is processed and delivered by Marksbury, about 60 miles away. She works closely with her county’s extension office—perhaps even more closely than most, since her father is the ag agent, Ron Catchen,’68. ‘92. Catchen has helped her make connections with local farmers, and she has reached many through the local farmers market.

Tuttle is excited about her Beef Project, a farm-to-table program she hopes will be the first in the nation this fall. High school students will raise cattle through a classroom project tied to FFA. A local USDA-approved facility will process the meat, and Tuttle will serve the resulting ground beef at the high school.

“It’s a true farm-to-table experience for them,” she said. “This is so new that the USDA is even helping us finish out the guidelines and get the food in here properly.”

In a short chain, Clark, Marksbury, Tuttle and UKAg are building stronger links to good food. “We want to bring people along to the notion of reconnecting with food in a way that represents an entirely different kind of relationship,” Hack said.
### 2012 UPCOMING EVENTS

- **Joe T. Davis Memorial/Ag & HES Alumni Association Golf Tournament**  
  **FRI DA Y, MAY 11**

- **Area Summer Events**  
  **June 5—Wilderness Trail**  
  **June 7—Northern Kentucky**  
  **June 25—Northeast**  
  **June 28—Louisville**  
  **June 29—Licking River**  
  **July 14—Bluemont**  
  **July 19—Lake Cumberland**  
  **July 27—Purchase**  
  **July 29—Mammoth Cave**  
  **July 30—Green River**  
  **July 31—Pennyrile**  
  **Aug. 2—Quicksand Area**  
  **Aug. 4—Lincoln Trail**  
  **Aug. 6—Fort Harrod**

- **Summer Board Meeting**  
  **SATURDAY, AUG. 4**

- **Roundup**  
  **SATURDAY, SEPT. 15**

- **50 Year Reunion**  
  **THURSDAY, OCT. 18**

- **Fall Board Meeting**  
  **SATURDAY, NOV. 3**

- **Scholarship Luncheon**  
  **SATURDAY, NOV. 10**

### 2011 ANNUAL EVENTS SPONSORS

**PLATINUM:** $10,000+  
Kentucky Farm Bureau Insurance  
Kentucky Farm Bureau Federation

**GOLD:** $5,000–$9,999  
Kentucky Association of Electric Cooperatives Inc.  
Kentucky’s Touchstone Energy Cooperatives  
Kenton Poultry Federation  
Kentucky Thoroughbred Owners and Breeders Inc.

**SILVER:** $2,500–$4,999  
Farm Credit Services of Mid-America  
Lexington Center and Versailles Bureau  
University of Kentucky Alumni Association  
University of Kentucky Horticulture Department  
Whiskey Sales Company

**WILDCAP:** $1,000+  
Kentucky Corn Growers Association  
Kentucky State Fair Board

**BLUE:** $500–$999  
Hands On Originals  
Kingsford Manufacturing Co.  
Monsanto

**WHITE:** $250–$499  
AgriBusiness Association of Kentucky  
Avi-Bee

### Half-a-World Away

While American workers report spending an average of 46 minutes commuting to work, Scott Hostetler spends 15 hours. That’s because he often commutes to Asia.

Hostetler, 38, and four other University of Kentucky Landscape Architecture alumni work for HZS USA Landscape (Hostetler Zhang Studio), a company Hostetler founded. One of the world’s largest international landscape architecture design firms, the company is headquartered in Atlanta, Ga., with offices in Shanghai, Beijing, Hong Kong, and Manila and more than 600 designers worldwide.

Hostetler has to his credit over 400 built landscapes in China alone. He launched the company in 2006 and, along the way, added fellow UK graduates Matt Zehnder, 38, Spencer Holt, 38, David White, 38, and Mark Arnold, 38, to the expanding HZS talent base.

Each of them tries to overlap their travel schedules to coordinate their work on more than 150 active landscape projects. In the last two years HZS has been awarded China’s highest landscape design award by the China Central Government in Beijing.

“Our sustainable and regenerative-based landscape architecture built work is being celebrated by our peers worldwide as a direct result of our personalized service,” Hostetler says.

Matt Zehnder, who lives in Shelbyville, recalls how he came on board with HZS in 2008. “Scott called me out of the blue asking me to come to work for him, because his business in Asia was booming. He said with a grin, ‘I need you in China in about a week,’” Zehnder said. “Scott had me fill in for him on this high-profile estate project which ultimately morphed into a full-time position.”

Maybe it was only natural that Hostetler would have so much faith in Zehnder. After all, Zehnder was best man in Hostetler’s wedding and the two attended graduate school together at the University of Pennsylvania.

Zehnder says it is a dream job. “I have spent many years asking other people, ‘How did you fall into that great position you’re in?’ We now find ourselves having coffee together sometimes in Shanghai, Hong Kong, or Tibet and talking about how amazing, rewarding, and unique our lives have become.”

In 2011, HZS USA Landscape continued to expand. In direct response to the new opportunities, Holt became director of golf course design and development; White, director of construction documentation; and Arnold, design director for the Shanghai Office.

“The built work and contracts in more than 100 Chinese cities, these directors are on air-planes daily, meeting with clients and providing great service,” Hostetler said.

In 2011, HZS USA grossed nearly $33 million. One of the main reasons for the tremendous success is the landscape design innovation and quality work that HZS USA has introduced to China.

“This has been a fantastic opportunity, and we have been blessed to be able to share this amazing experience together,” Hostetler said, referring to working with his fellow UK Ag alumni.

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Scott Hostetler (top) began his career journey as a UK Landscape Architecture alumnus. Now, 24 years later, the firm he founded designs projects throughout Asia, including the Shanghai Gemdale rooftop garden park that transitions down to an existing river and famous natural park preserve.
Nothing seemed to limit Betty Jean Brannan, Ed.D., when she became the first dean for the new UK College of Home Economics in 1969. Behind her stretched a career ladder in Oklahoma and Florida that included being a home economics teacher, an extension agent, an extension faculty member, a university professor, and an administrator. In front of her were opportunities to grow a new college at UK and, later, to occupy state-level extension administrative positions in Kansas and Arkansas.

At UK, she oversaw the establishment of four new departments and the development of additional majors. It was also during that time when the Home Economics Alumni Association was organized; its success is one of her lasting legacies. With Doris Tichenor, a 2001 Hall of Fame inductee, Brannan wrapped extension specialists into the college. Though it was a difficult change, the colleagues succeeded in integrating the two groups. Now, 40 years later, family and consumer sciences extension specialists and Human Environmental Sciences faculty continue to collaborate and serve the commonwealth through their research and program development.

Carolyn Workman Breeding, ’72 home economics, ’78 food and nutrition, has spent 36 years as an advocate and entrepreneur in the field of dietetics and long-term care. She began her career as a corporate diettian with a chain of nursing homes and soon discovered she loved working in this branch of health care, getting to know the elderly residents and making a difference in their lives. Over the years, Breeding has founded and has operated six nontraditional dietetics-related service businesses, including Dietary Consultants, Inc. in Richmond, Quality Provider Services, Breeding and Associates, and NAPA Health Care Connection. She served as president of the Kentucky Dietetic Association from 1993-1994, when she pushed for professional licensure for registered dietitians. From 1995-2003, Breeding served on the state Board of Licensure and Certification for Diettitians and Nutritionists. Her passion for nutrition management in long-term care led to her becoming involved in the Kentucky Consultant Diettitians in Health Care Facilities state practice group, where she served two terms as president. The American Dietetic Association awarded her their prestigious Medallion Award in 2008.

Pearse Lyons, Ph.D. has revolutionized the animal feed industry through the introduction of organic and other natural ingredients. A native of Ireland, Lyons came to America with several natural science degrees to his credit and, in 1980, founded Alltech Inc., an international animal health company headquartered in Jessamine County. The company has grown to annual sales of more than $500 million and now operates in 128 countries.

Having authored more than 20 books and numerous scientific research papers, Lyons recognizes the importance of a science education, believing that it cannot start too early. He funded the building and equipped science laboratories in several elementary schools in the Lexington area, and also provided financial support for graduate assistantships and postdoctoral fellowships in a range of disciplines at UK. He is a top contributor to research programs in the Department of Animal and Food Sciences and created the Alltech/University of Kentucky Alliance for Nutritional Research and the Alltech/UK Center for Nutrigenomics.

In 2011, the Kentucky Chamber of Commerce awarded him their first Commonwealth Legacy award for his leadership of the 2010 Alltech FEI World Equestrian Games.
The Office of academic Programs works with outstanding faculty and staff in 17 different undergraduate programs across the College of Agriculture, including the School of Human Environmental Sciences, to provide a high quality education to nearly 2,500 students.

Enrollment continued to increase, officially reaching 2,446 students, an increase of more than 3 percent over the previous year. The greatest growth occurred in two clusters of majors: food, animal and biotechnology, an increase of 28 percent, and environment and sustainability, an increase of 26 percent.

A key step we took as a college to improve our service to students has been to bring on several new academic coordinators. Geri Philpott (Natural Resources and Environmental Sciences), Liz Combs (Human Nutrition and Dietetics), and Ann Leed (Animal Sciences) joined Esther Fleming (Agricultural Biotechnology) and Laura Lhotka (Forestry) this past year, and all of them have made great strides in helping students in various ways.

academic Programs staff continues to provide strong support for student advising, curriculum development, student retention, recruiting (through the new imAGine materials), and scholarships.

We continue to strengthen the Agriculture Residential College as an on-campus home for some of our College freshmen.

We would love to tell you all 2,446 students’ stories, but here are just a couple to whet your appetite to learn more about what the College’s students have been doing lately:

Meredith Cinnamon, who graduated in May 2012 with double degrees in Career and Technical Education—Family and Consumer Science Education and Merchandising, Apparel, and Textiles, is from Salvisa. She’s been president of both clubs connected with her majors and is returning to the College for graduate studies in Merchandising, Apparel, and Textiles.

Philip Houtz, from Lexington, graduated this May with his Bachelor of Science degree in Agricultural Biotechnology. He has been both a Beckman Scholar and a Goldwater Scholar and has focused on research in Professor Bruce Webb’s laboratory in the Department of Entomology.

We thank you for your support of our college and the many ways that you provide financial, career, and other opportunities for our students. We look forward to working with you in the future.

Larry J. Grabau
Associate Dean for Instruction
Office of Academic Programs
N 6 Agricultural Science Center
University of Kentucky
2011 GIVING
to the College of Agriculture
for the period Jan. 1, 2011 through Dec. 31, 2011

NEW EXPECTANCIES: $200,000

NEW PLEDGES: $625,480

CASH GIFTS: $4,834,691

BEQUESTS RECEIVED: $5,000

TOTAL DOLLARS RAISED: $5,465,171

Number of Gifts Received: 5,982
Number of Donors: 4,230

This is not a complete listing of all new Scovell & Erikson Society members, as several have requested to remain anonymous.
In late 2004, the Tobacco Transition Payment Program, also known as the tobacco buyout, forever changed Kentucky agriculture. The University of Kentucky College of Agriculture had a large tobacco quota due to its research farms. Dean Scott Smith saw the buyout as an opportunity for more students to afford an education. He suggested the College take the nearly $900,000 lump sum payment it received and put it in an endowment. Donors who gave at least a gift of $10,000 for the creation of a new scholarship endowment received a $5,000 match from the tobacco settlement dollars. For longtime College donor Eleanor Botts ’57, the matching funds were extra incentive to give. In fact, she gave twice.

“I believe in education, and I believe in helping those who need a little boost up,” she said. “That’s how I got my start.”

Another bonus for donors was the ability to pay off their scholarship pledge over five years. For Tom Cravens, ’83, ’86, and the rest of the Quicksand Area Chapter of the Ag and HES Alumni Association, this was an opportunity they couldn’t let pass. In fact, they were one of the first 14 of the area association chapters to establish an endowment.

“We’ve always given a scholarship, but each year we’d have to fund a fundraiser among alumni and members to get the funds needed for the scholarship,” the association’s president, said. “With donations from Hazard/Perry County Kiwanis Club, Hazard Rotary Club, Hazard Lions Club, and the Perry County Conservation District, we were able to reach our goal quickly. Now our annual fundraiser will just add to our endowment.”

Many donors like Botts and the Quicksand Area Alumni Association responded to the incentive and contributed nearly $1.8 million. This, combined with the tobacco settlement funds, increased the College’s endowment by nearly $2.7 million and 97 scholarships.

Since donors had five years to pay off their pledge, the first scholarships were awarded to those in the 2011 incoming freshman class.

Victoria Bailey, a Merchandising, Apparel, and Textiles major from Smilale in Leslie County, was one of the first scholarship recipients. She received the Quicksand area alumni association scholarship.

“The scholarship means a lot to me, because my mom’s helping me pay my tuition,” she said. “This scholarship helps me contribute to my education and not put all of the financial burden on her.”

Bailey is already the secretary of the MAT Club and hopes to one day be a fashion buyer for a department store or an owner of a clothing boutique.
What others saw when Sam Hancock's trucks arrived at the grain elevator were two loads of corn ready to be sold. What Hancock, '97, '99, saw was an endorsement for student scholarships and support for an agricultural leadership program. He also saw a sizable tax write-off for his gift to the University of Kentucky College of Agriculture.

Gifting can be an easy way to contribute to the University. Any commodity in any quantity can be divided between the Purchase Area Ag and HES Alumni Chapter Section and the Kentucky Agriculture Program.

College Development Director Matzi Hancock said she and her staff are there to help individuals wishing to contribute grain or livestock.

“It’s an asset that you can turn into cash for the University,” she said. “The producer can donate any percentage of the truckload. We’ll accept livestock too. A producer could tell the stockyard to put three or four animals in the name of the University of Kentucky prior to selling their livestock.”

Hancock learned of the idea from attending UK Cooperative Extension Spring School taught by Craig Ingalls, Agricultural Economics professor. Hancock was able to take a full tax write-off by gifting a commodity, he said, more so than just writing a check.

“If you (as a farmer) write a check to the University, it goes on your (income tax) Schedule A, you’re still paying self-employment tax on it, and you only get the benefit if you itemize,” Hancock said. “This way, it’s an above-the-line deduction; it was money you never made, so there’s no tax on it.”

Recently the Kentucky Small Grain Growers’ Association established a research endowment fund with the College to support continued small grain research.

“Offers leadership with the pleasure of quality research conducted at UK, and growers have benefited greatly from the results,” Don Hallock said in a statement on the association’s website. Hallock is chairman of the Kentucky Small Grain Promotion Council.
Donors COLLEGE OF AGRICULTURE

Gleanings

Wherever Kentucky Milk Goes, the staff of the College’s Regulatory Milk Program follows, educating, testing, licensing, and wearing cool lab coats. “We license labs, milk haulers, and fieldmen to assure processors and producers are paid a fair price,” said program director Robert Kiser. Milk haulers sample and measure volume, and regional labs test the sample for butterfat and other components for payment purposes. Do it right, the farmer gets a fair price. Do it wrong and... well, UK’s Regulatory Milk Program makes sure it doesn’t get done wrong. (Right) Robert Kiser (back left to right) Kristin Brock, Debra Sipe, and Yvonna Daily.

Donor lists include gifts made from Jan. 1 through Dec. 31, 2011. Lists were compiled using computerized methods. We have made every effort to assure that the lists are accurate. Any errors are unintentional and will be corrected if you contact the Office for Advancement. A complete listing of donors is available on the College of Agriculture’s website at: www.ca.uky.edu

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FOR MORE INFORMATION about becoming a donor, contact the Office for Advancement at (859) 257-7200.

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For more information on the Office for Advancement, contact Dr. Donald L. Sparks at (859) 257-7200 or via e-mail, drsparks@ca.uky.edu.
The St. Regis Lhasa Resort illuminates the Tibetan landscape. Its dramatic feature courtyard was designed by HZS USA Landscape, founded by College of Agriculture alumnus Scott Hostetler. Hostetler’s team was inspired by the Lhasa riverside landscape that existed years ago in that location.