



**94.5
COUNTRY**

**AM 580
WIBW**
NEWS • TALK • SPORTS

**Kansas
Radio
Networks**

team



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PADRE SAYS:

"The true meaning of America is in a Kansas rodeo. It's where you'll find America. And freedom is what America means to the world. And to me."

Beef Producers Information Seminar To Highlight Flint Hills Beef Fest

AM 580 WIBW Farm Department directed by Kelly Lenz has again planned a Beef Producers Information Seminar in conjunction with the Flint Hills Beef Fest at Emporia.

While the annual celebration of the grass cattle industry for which the Flint Hills is known is scheduled Friday through Sunday, Aug. 20-22, activities kick off with the Ag Issues live broadcast from the fairgrounds, a free breakfast hosted by WIBW, and then the Beef Producers Information Seminar at 8:15 a.m.

Dr. Bill Brown, Kansas Animal Health Commissioner, will speak on the new USDA animal traceability requirements,



Cattle-Fax market analyst Kevin Good is to review the cattle industry situation and outlook during the Beef Producers Information Seminar.

and Karl Brooks regional administrator for the Environmental Protection Agency, is to talk about regulations involving burning native grass and nutrient runoff.

Featured speaker, presented by Decatur County Feed Yard and Cargill Meat Solutions, is Kevin Good, market analyst for Cattle-Fax, who will review the cattle industry situation and outlook.

Admittance is free, but pre-registration is required at kelly.lenz@morris.com. Various levels of sponsorship including advertising, recognition and promotion for the seminar are available by contacting me.

Kaw Valley Rodeo Goes Beyond Tradition Of The Western Sport

Above and beyond traditional rodeo is a most appropriate description of the Kaw Valley Rodeo at Manhattan, which increased participation through intense advertising on WIBW AM-FM.

Featuring champion Professional Rodeo Cowboy Association livestock from Rafter H Rodeo Company, Tahlequah, Okla., action drew top competitors from throughout the country, but "the main thing is that we had no accidents and good crowds despite the heat," said Steve Frazier, rodeo arena director.

"More and more people are becoming involved each year, and the rodeo is a service to the community," added Char Henton, longtime rodeo board member. Tough Enough To Wear Pink whereby contestants and fans wore pink in an

effort to increase awareness and funds for the fight against breast cancer was again a highlight of the rodeo.

A kid's rodeo in the mall, library programs with rodeo clowns, a food roundup for the poor and military appreciation night, along with mutton busting and calf scramble which drew record numbers of youth entries, all added to the excitement.



Mutton busting drew a long line of young participants at the Kaw Valley Rodeo in Manhattan. (Photo from Foto Cowboy)

Junction City Rodeo Draws Crowds For Unique Colorful Action



Event winners at the Junction City Rodeo received special spurl trophies like this one presented by club president Darryl Blocker to breakaway roping champion Chelsea Bryan of Hope.

Special attractions had to be the theme for the 17th annual Junction City Rodeo, advertised on WIBW AM-FM, with large crowds for both nights' performances despite hot weather, according to Darryl Blocker, rodeo club president.

Country music entertainer Rusty Rierson of The Big 94.5 Country FM fame opened each performance, and spectators had the opportunity to view a colorful Western trade show.

The Wild Women of the Frontier presented inspirational opening ceremonies, each rider carrying Old Glory, and also did a historical tribute to all serving in the military, especially those from nearby Fort Riley.

In addition to outstanding Kraft Rodeo Company rodeo stock and speed competitions, there were special mutton busting, calf scramble, mini-bull riding and barrel racing for the youth.

Farmers Learn Alternative Ways To Grow Profitability



Wisconsin organic beef producer Jim Munsch spoke at the Growing Your Farm Profits Workshop sponsored by the Kansas Rural Center at the Red Rock Guest Ranch near Soldier.

Organic beef production offers a unique opportunity for profitability, according to Jim Munsch, Wisconsin organic beef producer, at the recent Growing Your Farm Profits workshop, advertised on AM 580 WIBW.

Presented by the Kansas Rural Center at Soldier, Munsch told the farmers attending that a growing number of consumers want more than just sustenance from the meat they buy.

The meat that alternative market farmers offer can include grass-fed or organic. It could come from a farm focusing on animal welfare, or it might simply originate from a known, local farm.

"Just as those factors affect value," Munsch emphasized, "they also impact the cost of production as well as the price of the product."

For Munsch, it comes down to measuring results, whether they are related to finances or production. "The more decision-making information you have the better," he concluded.