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**PADRE SAYS:**

“Faith makes  
 all things  
 possible...  
 Love makes all  
 things easy.”

**Beef Producers Gather For WIBW Information Seminar**



Warren Weibert, owner and general manager of Decatur County Feed Yard of Oberlin, visited with cattlemen attending the Beef Producers Information Seminar at Emporia.

More than 200 cattlemen from throughout the Midwest attended the Beef Producers Information Seminar to officially kick off the annual Flint Hills Beef Fest in Emporia.

Sponsored by AM 580 WIBW Radio and hosted by longtime WIBW farm director Kelly Lenz, the diverse group of cattle producers gathered for a breakfast of pancakes and sausage as talented entertainer Jake Miller performed tricks with his lariat rope.

Miller was sponsored by WIBW advertiser Jim's Cowboy Shop of Emporia. The crowd appreciation, WIBW sales consultants, Marilyn Sullivan and Jennie Bowen were called to the stage and got-in-on-the roping act as well.

Featured speaker for the program was Kevin Good, analyst for the Colorado-based CattleFax market information service. He was introduced by Warren Weibert, owner and general manager of Decatur County Feed Yard of Oberlin sponsor of the speaker in cooperation with Cargill Meat Solutions, Wichita.

Decatur County Feed Yard has the capacity to feed 40,000 cattle, with complete data supplied to owners to help add value to their cattle and works in cooperation with Cargill Meat Solutions, served by media director Mike Martin.

Together, the businesses reach the goals of providing beef with lower costs, improved quality, greater convenience, and improved consistency while maintaining the highest standards of food safety.

**Cattlemen Hear Opportunities To Guarantee Profitability**



John Wernli of Flint Hills Commodities in Emporia talked about use of futures markets to lock in price levels and reduce risk.

Futures markets offer cattlemen opportunities to help prevent losses and guarantee profit, according to John Wernli of Flint Hills Commodities at Emporia.

He was introduced by Brandy Carter of the Kansas Cattlemen's Association, sponsors of a public session during the Flint Hills Beef Fest. Wernli explained, "Producers can increase profits by increasing revenues and lowering costs, but most importantly control profits through improved planning and price management."

"Hedging can reduce the risk of owning cattle," Wernli said. "Futures markets allow a cattleman to lock in price levels and reduce price level risk."

Presenting a number optimistic price outlooks for the cattle industry, Wernli advised, "Buy puts for protection." He forecasted: "Food is the new fuel. Food is the new crude oil."

**Kansas FFA Officers Hear From WIBW Farm Team**



Importance of radio in telling the agriculture story was emphasized by AM 580 WIBW's farm team Kelly Lenz and Greg Akagi when officers of the Kansas FFA Association recently visited the WIBW studio in Topeka. Included in the group were Sara Schifferdecker, reporter; Jeff Cather, sentinel; Kassie Curran, vice president; and Andrew Strasburg, president.