

---

Using almost anyone's  
definition, concerns for  
sustainability imply concerns  
for the long run, for  
intergenerational equity –  
meeting the needs of our  
current generation while  
leaving equal or better  
opportunities for those of  
generations to follow.

The three cornerstones of  
sustainable agriculture –  
ecological soundness,  
economic viability, and social  
responsibility– rest upon a  
foundation of intergenerational  
equity. Sustainability applies  
the Golden Rule across  
generations.

– John E. Ikerd from

"Sustaining America's Rural Communities"

---

# FUTURE FARMS

*New Ideas for Family Farms  
and Rural Communities*



## PROCEEDINGS

February 8 and 9, 2000

Metro-Tech, Oklahoma City, Oklahoma

*Conference sponsored by*  
The Kerr Center for Sustainable Agriculture  
Poteau, Oklahoma

---

## **FUTURE FARMS PROCEEDINGS**

Maura McDermott,  
*Editor, Communications Director, Kerr Center*

Liz Speake,  
*Conference Coordinator,  
Communications Assistant, Kerr Center*

Tracy Clark, Argus DesignWorks,  
*Layout/Design*

Additional copies are available  
for \$10 per book from  
The Kerr Center for Sustainable Agriculture  
P.O. Box 588  
Poteau, OK 74953  
918-647-9123  
mailbox@kerrcenter.com  
www.kerrcenter.com

*Additional support for this  
conference provided by:*

Oklahoma Land Stewardship Alliance

Dr. Ross Love,  
Oklahoma State Cooperative Extension Service

Oklahoma Farm Bureau

Oklahoma Farmers Union

# Table of Contents

**STAFF:**  
James E. Horne,  
*President and CEO*

Robert Adair, Jr. *Director,*  
*Ver0 Beach Research Station*

Eric Allenbach,  
*Public Policy Analyst*

Jim Combs,  
*Curator, Overstreet-Kerr*  
*Historical Farm*

Lloyd Faulkner,  
*Assistant to the President*

Brian Freking, *Livestock*  
*Production Specialist*

Manjula Guru,  
*Agricultural Policy Analyst*

Janie Hipp, *Vice-President for*  
*Public Policy/Education*

Maura McDermott,  
*Communications Director*

David Redhage,  
*Natural Resources Economist*

Liz Speake,  
*Communications Assistant*

Michelle Stephens,  
*Director, Public Policy/*  
*Rural Development*

Alan Ware, *Director, Producer*  
*Grant Program/Stewardship*

Barbara Chester,  
*corporate secretary;*

Lena Moore,  
*secretary/webpage*

Carol Vise, *office coordinator*

Ann Ware, *business manager*

**STEWARDSHIP FARM:**  
Simon Billy, Charlie Kimble,  
Andy Makovy, Scott Phillips

**VERO BEACH**  
**RESEARCH STATION:**

Dave Davis,  
*Citrus Horticulturist,*

Nik Mehta,  
*Research Scientist,*

Bev Norquist, *Secretary*

**OVERSTREET-KERR**  
**HISTORICAL FARM:**

Jeremy Henson,  
*Grounds/Maintenance*

<b>Preface</b>	
Jim Horne	iv
<b>Keynote Speakers</b>	
<i>Emotionally-, Economically-, and Environmentally-Enhancing Agriculture</i>	
Joel Salatin	1
<i>Building Sustainable Communities and Schools</i>	
W. Joe Lewis and Marion Jay	3
<i>Sustaining America’s Rural Communities</i>	
John Ikerd	6
<b>Livestock and Cropping Systems</b>	
<i>A Profitable, Sustainable Ranch</i>	
Walt Davis	10
<i>Permanent Cover: A New Generation Cropping System</i>	
Steve Groff	12
<i>Less Tillage is Best</i>	
Max Carter	15
<b>Natural Resource Management</b>	
<i>Incorporating Wildlife into Your Operation</i>	
Russell L. Stevens	17
<i>Stewardship and Profitability</i>	
John R. Dunkin	20
<i>Managing Riparian Areas for Water Quality and Wildlife</i>	
Jim Robinson	22
<b>Marketing Systems</b>	
<i>Cooperative Marketing Ideas</i>	
Dan Nagengast	24
<i>Adding Value Can Improve Your Bottom Line</i>	
Rodney B. Holcomb	25
<i>More Than Just Wheat: Adding Value to Your Crop</i>	
Rodney B. Holcomb	28
<i>Marketing Experiences on a Small Vegetable Farm</i>	
Alex Hitt	31
<i>The Ups and Downs of Direct Marketing Beef</i>	
Peggy and Richard Sechrist	33
<i>Relationship Marketing</i>	
Joel Salatin	34
<i>Exploring Value-Added Agriculture</i>	
La Rhea Pepper	35
<i>Alternatives to Industrial Vertical Integration in Oklahoma Agriculture</i>	
John Ikerd	37
<b>Profiles of Presenters</b>	41
<b>Kerr Center</b>	44

---

## PREFACE

# Two Roads

What will American agriculture be like in the new century?

It depends on which road we take. If we continue down the road we have been traveling, there won't be much of a future in farming or ranching. This road leads us to a dead end— a place where there are fewer independent farmers, where there are scant profits, and many environmental headaches. With the farmers gone, rural communities will be hard-pressed to support schools and businesses.

But there is another road, a better road, to travel into the future. This is the road we decided to explore at our *Future Farms* conference on February 8 and 9, 2000, in Oklahoma City. It is our hope at the Kerr Center that this road will lead us to a place of independent, profitable family farms and ranches, where families protect the environment and conserve natural resources. These farms will grow a variety of crops marketed in ways that return the maximum profit to the producer, while providing consumers with healthy choices. Some of the farmers along this new road will be adding value to their crops, forming cooperatives, and finding new ways to make agriculture work for them.

This brave new world of profitable, environmentally-friendly agriculture will support thriving rural towns, where children receive a good education and can choose to stay in the

community, even choose to be farmers, a choice not easy to make today.

It was a privilege for the Kerr Center to present this distinguished line-up of farmers, ranchers, researchers, and educators from Oklahoma and around the United States who were able to point us in the right direction. These are folks who have already started down this better road into the future.

Oklahoma is a state populated by the descendants of hardy, independent people— pioneers of all races and ethnic backgrounds and Native Americans from a myriad of tribes— who started a new life in a new "land of the red people," as Oklahoma means in Choctaw. Oklahomans know all about hard roads— from the Trail of Tears to the Dust Bowl migration along Route 66. In the past one hundred years, the farmers and ranchers of Oklahoma have suffered from the uncertainties of weather, prices, and government policy. But they have also raised many abundant crops and love for the land remains strong.

We at the Kerr Center hope that this conference helped those who attended (or you who read these *Proceedings*) gather ideas and inspiration for the journey down this new road in a new century.

Jim Horne, Ph.D.  
President and CEO  
Kerr Center for Sustainable Agriculture