



The Patrons Chain

THE OFFICIAL NEWSLETTER OF THE NATIONAL GRANGE

December 10, 2021

MEET THE NEW: National Lecturer, Ann Bercher

I did not grow up in the Grange. I grew up in Iowa the descendant of dairy farmers, a milk processing plant engineer and a retail specialty cheese shop owner. While I grew up in a moderate sized metropolitan area, I clearly remember hearing the farm report every morning on the radio while we ate breakfast. Love those gilts and barrows! My mother was an avid gardener, and I learned to love growing plants for food from her. We spent hours together in the garden and then canning or freezing our bounty for later use. I attended Iowa State University graduating with a BA in Landscape Architecture with an English minor. I moved to Minnesota with my husband, and we raised two sons and a daughter.



One day, I answered an ad in the Minneapolis Star Tribune for a part time historic farm site tour guide. I applied for the job, got hired and began working at the Oliver Kelley Farm where I first learned about the Grange. While the job was only a six-month seasonal job, with no prior experience on a farm, or much knowledge of history, I am an eager learner and I figured I could do anything for six months. I worked at the Oliver Kelley Farm for twenty-five years,

The state Grange of Minnesota held their annual meetings at the farm, and while I was working on the farm site, I would occasionally get a glimpse of what was going on in the Grange Hall that was concealed behind the curtains in the Visitor Center. During their breaks, many Granger would visit the historic farm site where I was usually puttering around in the garden. I met so many wonderful people in that garden! It wasn't until I became the Assistant Site Manager that I joined the Grange. To be honest, I did it for work. I enjoyed my local Grange meetings and the partnership they created with the Friends of the Kelley Farm. I attended numerous National Conventions as a vendor "selling" the Kelley Farm and our activities to you. I met so many wonderful people as they passed by the Kelley Farm table. And I was always thrilled when a familiar face showed up at the Kelley Farm following the convention. I made so many friends from across the country as a Grange member!

While I was working at the Kelley Farm, economic struggles began to threaten job security, so I went back to school in Culinary Arts. I became a classically trained chef but soon discovered that the restaurant life was not for me. I would prefer to teach. Luckily, the Kelley Farm received funding to

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expand and create a new campus to explore modern agriculture which also included a state-of-the-art kitchen classroom. There I was able to create and present hands-on farm to table cooking programs for all ages.

After some restructuring of the Historical society (who runs the Kelley Farm) I chose to expand my life work journey and took a job at the University of Minnesota Landscape Arboretum as the Education Culinary specialist. There I develop cooking classes (for the first 18 months they were all virtual), invite other chefs to present classes and dinners, and invite wine experts to offer wine tasting and appreciation classes. The Arboretum currently has two kitchens that I work out of. Next year there will be a third. The new one is located on a historic portion of the Arboretum that was the site of a farm family, contemporaries of Oliver Kelley, who was living 35 miles to the north. I have continued to share the stories of agriculture from the past 19th century to today and love every moment! I can never get very far away from agriculture.

Four years ago, I was honored to become a Communications Fellow at the National Convention at Stowe, Vermont. I learned so much and met so many more Grange members from across the country. I was elected to be the state president of Minnesota, but I had already committed to the Fellows program so when the National Convention was in Minnesota, I stayed behind the scenes to continue my education as a Communications Fellow. The next year, as we all know, was a virtual National Session. I participated in the Health and Education Committee work and attended the full session. This year in Wichita, KS, I attended a full, in-person session of the National Grange. Then I got elected as National Lecturer. Well, that was a surprise! A very humbling and welcomed surprise. I follow the footsteps of an amazing past Lecturer and now Vice President, Chris Hamp. Chris has left a terrific legacy of programs, many which will continue under my watch, such as Quilts of Valor, the Quilt Block contest and the Photography Contest. I also hope to offer more educational opportunities regarding food waste, climate change as it affects agriculture, and the challenges farmers and all agricultural workers face to feed a growing population despite a global pandemic.

So, while I did not grow up in the Grange, I have certainly grown into the Grange. I like the way it fits!

Membership Matters moves this month

The monthly Membership Matters Zoom meeting will be held on the second Tuesday of December - the 14th at 8:30 p.m. – because of the holidays. This month's topic is the 2022-23 Grange theme: "Raised Right Here." We'll look at how your Grange can use the theme to help promote pride in your hometown area and in the Grange. We will also discuss local resilience and sustainability and how these overarching concepts can be used to explain what we do and why we do it in our communities, framing our outreach and programming through that lens as a way to tie together the many things the Grange offers and functions it performs. In the meantime, read the next article, "5 ways to support small businesses by shopping locally this holiday season" and consider sharing on your social media or with your members to kickstart your "Raised Right Here" campaign.



Everyone is welcome to join us for the discussion. Please mark your calendars and log into the meeting by typing the following (case sensitive) into your web address bar: bit.ly/mm1867 or by dialing (301) 715-8592 and entering the meeting ID 525 965 930 and passcode 981892.

5 ways to support small businesses by shopping locally this holiday season

Courtesy of Brandpoint

While big businesses receive attention during the holidays for offers of free shipping, buy one get one free and other promotions, it's small businesses who are truly the heartbeat of local communities and help bring magical experiences to this time of year. From holiday lights in the center of town, to decorations and pictures with winter characters, receiving a warm smile and possibly a tasty delight from a local pastry chef while shopping at a small business brings holiday joy to all.

The 32 million small businesses in the U.S. employ nearly 61 million workers, or about 47% of the labor force, according to the U.S Small Business Association. But small businesses are also the most vulnerable, as sudden changes in fortune - like a recession, natural disasters or an unprecedented pandemic - can shutter many of them for good.

For boutique retailers and other small businesses who vie for consumer mindset, the holiday season can make or break them. While mass market stores and big brand online merchants continue to grab market share, smaller brick-and-mortar or local e-commerce shops often offer the most customized and unique holiday gifts. And it's up to their neighbors, in countless communities from coast to coast, to show appreciation by opening their wallets and providing local small businesses a much-needed fiscal boost before the end of the year.

With many restaurants, shops and other entrepreneurial entities still recovering from the effects of a difficult 2020 holiday season hit hard by the pandemic, small businesses need assistance this year more than ever and they may find it from unexpected places - in some cases, from big businesses.

For example, Wells Fargo has supported its small business customers and extended philanthropic support to the broader community throughout the pandemic. Efforts have included working together with more than 3 million small businesses across the country to help them get back to thriving, and the creation of its Open for Business Fund, a roughly \$420 million recovery effort offering capital, technical assistance and long-term programs for small businesses. In preparation for the holidays, Wells Fargo's Hope, USA program will build on the bank's foundation of support by helping to beautify business districts in more than a dozen cities nationwide and encouraging everyone to join in giving hope a hand this holiday season by supporting small businesses and shopping locally.

Here are five ways you too can help to support small businesses this holiday season.

- 1) Do your gift shopping locally. While it can sometimes be more efficient to holiday shop at one-stop mass online retailers, it's more fun to window-shop for - and purchase - unusual gifts from local boutiques, pop-up stores or marketplaces. And if you prefer to shop online, there are many mom-and-pop e-tailers who sell a variety of specialty and craft products. Not only can an out-of-the-ordinary gift delight a friend or family member on your shopping list, so, too, can the story you'll be able to share about where and from whom you purchased it.
- 2) Leave lots of "likes." If you enjoyed your small business experience, take five minutes to write and post a review online, via Yelp, Google or other crowd-sourced business review sites and social media platforms. With limited marketing budgets, positive word-of-mouth may be the best way to help increase awareness of and spark sales at your favorite stores.
- 3) Grab holiday grub. While chain grocery stores are a great one-stop shopping option, they can't compete with local farms, markets, produce stands, microbreweries and bakeries for locally grown or produced treats. Whether it's locally ground cornmeal, grape-to-glass merlot from a nearby vineyard

and winery, or mouthwatering schinkenbrot rolls from a German bakery, foods seem a bit tastier and drinks a bit sweeter when produced just down the road.

4) Shop kindly. If you are a fan of a local merchant's goods, buy a few more items than usual. You or a gift recipient will love the special indulgence, and the merchant will appreciate the additional, well-deserved business boost.

5) Purchase now for later. Supporting small businesses by purchasing a gift card is a great way to contribute to their immediate cash flow during this busy season. The gift of a gift card can also help small businesses win new customers down the road.


Help make the holiday season merrier than ever for small local businesses. Your efforts may help them survive and thrive into 2022 ... and beyond.



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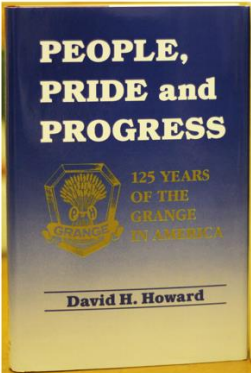
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member notice

While the Grange Supply Store website is always open to take your order, during the holiday season any orders placed from December 20 to January 3 will not be shipped out until January 5, 2022. Please allow ample time for delivery of your items.

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GUEST OPINION: The beef with deceptive labeling

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The word beef represents a brand that has been cultivated through generations of innovation, animal welfare, and environmental conservation by farmers and ranchers across the United States. Over the years, high-quality beef has captured consumer demand and built a foundation of consumer trust. As an increased number of protein products are introduced into the marketplace, it is critical to ensure that new products don't disparage the positive reputation of real beef products through false claims, and perhaps more importantly, those products don't cause confusion among consumers in an attempt to ride on the coattails of beef's good name.

One product that has certainly made a splash in mainstream media is cell-cultured protein or, as we prefer to call it, lab-grown protein. While foods produced through the use of this technology are not yet commercially available in the United States, NCBA has been proactively engaged with the United States Department of Agriculture (USDA) and Food and Drug Administration (FDA) to ensure proper labeling of these products.

As the USDA's Food Safety and Inspection Service (USDA-FSIS) works to develop labeling and regulatory oversight standards for lab-grown protein products, NCBA remains committed to ensuring a fair and level playing field for the sale of beef.

Let me be absolutely clear, cattle producers aren't afraid of competition, but competition in the marketplace needs to be fair. Alternative protein companies should not be allowed to mislead consumers through deceptive marketing practices. NCBA believes that consumers have the right to expect truthful and accurate food product labels. Therefore, the term "beef" should only be applicable to products derived from livestock raised by farmers and ranchers.

And it's not just the cattle industry that believes in the importance of accurate labeling, a consumer study conducted by NCBA indicated that 74 percent of consumers agree that there should be a definitive indication on whether they are buying lab-grown products or conventionally produced meat.

The novelty of this technology means there is a demonstrated lack of consumer understanding. NCBA's research found that only 13 percent of participants were generally aware of lab-grown protein products, and even fewer respondents could accurately define them. As lab-grown proteins look to enter the U.S. market, NCBA believes that USDA oversight will play a critical role in preserving a fair, even playing field for all products to compete. We believe that the agency must take into consideration a myriad of factors and should ultimately develop new standards of identity and labeling parameters that not only appropriately differentiate these products, but ensure they are marketed in a manner that is truthful and not misleading.

To that end, in the comments we submitted to USDA's recent Advanced Notice of Proposed Rulemaking, NCBA recommended "lab-grown" as an explicit description for these products. Unlike the terms commonly used, such as "cultured," "clean," or "cultivated," our research substantiates that "lab-grown" is the term best positioned to differentiate these products from real beef as it provides consumers with the clearest understanding of the products they are purchasing.

Our top priority is working with FDA and USDA to ensure that the regulations governing these products are science-based, appropriately prioritize food safety, and promote honesty and fair

dealing in the interest of consumers. Farmers and ranchers across the country are proud to sustainably produce wholesome, affordable, and nutritious beef. After all, beef has been, and always will be, what's for dinner!

Ethan Lane leads NCBA's Washington office as the Vice President of Government Affairs. He is a fifth-generation Arizonan with more than two decades of experience in natural resources, land use issues, and advocacy on behalf of the cattle industry. Prior to his current role, he was the Executive Director for the Public Lands Council.

National Grange HQ | 1616 H St. NW, Washington, DC 20006 | (202) 628-3507

Publisher Betsy Huber, National Grange President, available to members at betsy@nationalgrange.org or by phone at (484) 459-1957

Editor Amanda Brozana Rios, National Grange Membership, Leadership Development and Communications Director. Contact to submit a story idea for *Patrons Chain* or *Good Day!* magazine, request assistance with publicity, learn more about membership recruitment or how to start or reorganize a Grange, leadership training and more by email at abrozana@nationalgrange.org or call/text (301) 943-1090

Membership Recognition, Grange Supply Sales, Grange Programs and Member Benefits Loretta Washington, National HQ, ext. 109 or email sales@nationalgrange.org or ext. 109

Free Grange Websites, Emails, Good Day! subscription questions and Membership Database Stephanie Wilkins, National HQ, ext. 101 or email swilkins@nationalgrange.org

Lecturer Chris Hamp, lecturer@nationalgrange.org or (509) 953-3533

Community Service Pete Pompper communityservice@nationalgrange.org or (609) 820-6239

Legislative and Policy Issues Director Burton Eller, National HQ, ext. 114 or email beller@nationalgrange.org; Assistant Sean O'Neil, National HQ, email soneil@nationalgrange.org

Convention Registrations, Leasing Inquiries, Junior Department Samantha Wilkins, junior@nationalgrange.org or (210) 838-7892

Grange Youth Mandy Bostwick, youth@nationalgrange.org or (785) 250-7606