



## SSPC Presents on Social Media at DTN Ag Conference in Chicago

In December, Elizabeth Jack attended the DTN/Progressive Farmer Ag Summit, and she spoke on a panel about the benefits and importance of social media for a farming operation. Other speakers on the panel included Kassi Tom Rowland (moderator) of Tom Farms in Indiana, Kasey Bryant Bamberger of Bryant Enterprises in Ohio, and Natasha Mortenson of Riverview LLP in Minnesota.

Silent Shade Planting Company has been actively involved in social media (including Facebook, Instagram and Twitter) since 2014. The initial reason to participate in social media was to let our family and community know what

we are doing each week on our farm. As our audience has grown, we have also used it as a venue to educate the public about agriculture and be an “advocate.”

During the panel discussion on social media, Elizabeth discussed the benefits of social media: it’s free and it’s easy (unlike many things in agriculture). She also discussed the initial steps a farm should take to start participating in social media: choose a platform, create a social media strategy, start with an achievable goal of one post per day on one social media site. Kassi Tom Rowland and Natasha Mortenson discussed further about apps available to assist a business in keep-

ing their account active and current.

The feedback from those attending the social media panel was positive. Many attendees had been thinking about getting their business involved in social media, but were scared of negative comments or feedback from the non-agriculture public. However, they all agreed that the benefits of telling our ag story, especially in light of how the media often portrays it, is far more important. Our industry must become more involved in telling our ag story before someone tells it for us. Social media is such a simple way to get it out there. Don’t miss the opportunity to be the storyteller.

### Find us online!



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## Merry Christmas and Happy New Year from Silent Shade!



Our offices will be closed from December 20-January 3rd to spend time with family and reflect on the reason for the Christmas season!

*For unto you is born this day in the city of David a Savior, which is Christ the Lord. Luke 2:11*

## The “Off” Season of Farming



Jeremy Jack

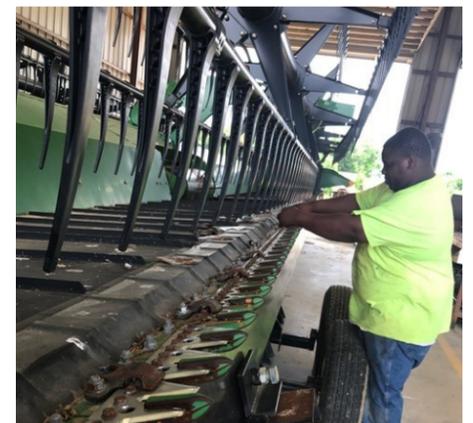
It is always interesting to me how the winter is known as the off season in a farming operation. At times, I can’t help but laugh at this notion because for our operation, Thanksgiving to spring break is anything but slow or “off.” Yes, we do take three days off for Thanksgiving and two weeks off for Christmas break, but it is not because we have nothing to do. The break is intended to give our team, which has spent numerous days away from the family during busy times, a much needed break to hunt, fish, shop and spend time visiting with family. Also, most other businesses are closed in our area so it is hard to accomplish much of anything.

So, what is it that we are busy doing in the wintertime? Outside the shop, we are fertilizing our fields with phosphorus and potassium, and we are applying burn-down on winter weeds with the crop duster. Those hard to reach spots for the plane are sprayed with a ground machine when the ground is dry enough.

At the grain bins, we are moving out our corn, soybeans and rice daily. Our corn is transported to south Mississippi to the chicken feed mills, and our soybeans are shipped to Greenwood to the new soybean crush plant to produce soybean oil. The rice is shipped to Greenville to be milled and placed in the supermarket for direct consumption. Each of these commodities are hauled to their respective locations by our trucks at Willard Jack Trucking.

Inside the shop, our employees focus on getting our field equipment washed and inspected, and they also perform needed preventive maintenance on equipment. Also, any new projects are being fabricated at this time.

Inside the office, we are planning budgets for the next year’s crop and other projects. We also re-evaluate equipment life, do feasibility studies, set up irrigation plans, and work on strategies for the next year. Most importantly, we spend a lot of time looking over our financials to make sure the company is in going the correct direction year to



year. Due to the fact that our financials can span over three crop seasons at a time, we need to have our finger on the dial at all times.

Unfortunately, the “off” time is not a slow time. However, it is a very important time, and it allow us to change gears for a bit after the busy harvest.

## Mississippi Regulations Proven Helpful in Dicamba Application



**Willard Jack** Mississippi Commissioner of Agriculture, Cindy Hyde Smith, assembled a dicamba task force made up of four farmers, regulators at the Mississippi Department of Agriculture and researchers from Mississippi State University. Willard Jack, who also serves on the board of the Bureau of Plant Industry, had the pleasure of serving on this task force.

During the first three years, the task force met with several company representatives from both Monsanto and Dow to look at their products and how they performed in the field. It became very apparent to the committee that the problem would not be performance but drift and volatility. So the task

force recommended to the commissioner that dicamba application be limited to times when the wind speed was at or below 10 miles per hour. The task force also recommended that dicamba products be labeled as a restricted use pesticide so that applicators must have a license to buy it. Labeling it as restricted use also made it easier to track a sale and an application. Lastly, the group recommended a training program be put in place for a farmer to complete before he could purchase dicamba. This training was available online by Mississippi State University and consisted of several modules with each module having a test at the end. Applicators must pass the test before advancing to the next module and completing the training.

The main push behind these regulations and training is so that farmers can safely use this technology. While Mississippi has had some problems with dicamba drift in recent years, most of these problems have been traced back to use of improper nozzles, improper (or older) product or other violations of the label. Next year, the only change in the Mississippi label will be to comply with changes in the federal label restrictions and to have all dicamba products labeled restricted used in the state of Mississippi. Hopefully, the farmers of Mississippi will be good stewards of this product in the future so that we will have access to it for many years to come.

## A Taste of the Delta



**Elizabeth Jack** One of my favorite marinades when cooking chicken, pork or beef is a local honey brown marinade with Asian flare called Hoover sauce. It is made by Hoover Lee who lives in Louise, Mississippi, just a few miles away from where we farm.

In 1933, Hoover Lee was born in the Canton region of China, but his family moved to Louise, Mississippi, just a year later to run a convenience store that his dad had started in 1917. After some time in the army and attaining a business degree from Mississippi State University, Lee returned to Louise to run his dad's store, the Lee Hong Company Food Store, and has been in Louise ever since.

In addition to running his family's convenience store, Lee also makes this small batch marinade. When first creating the sauce, he wanted the taste to resemble roasted Cantonese duck. His final product is a sauce that is the perfect blend of the two cultures that have influenced him—both Asian and "delta"—and it has drawn attention both locally and regionally, even being featured as an editor's pick in Southern Living magazine.

Our favorite dinner using the marinade is a bacon wrapped pork tenderloin. It is best served with our favorite rice casserole and a crunchy romaine salad.

To purchase Hoover Sauce, order it online through the Indianola Pecan House or call Hoover Lee at the Lee Hong Company Food Store at 662.836.5131.

**Bacon Wrapped Hoover Sauce Pork Tenderloin**

- Marinate pork tenderloin in Hoover Sauce 2 hours prior to cooking.
- Wrap tenderloin in thick cut bacon and rub with brown sugar.
- Place tenderloin on center of grill rack. Cover and cook for 12-15 minutes until an internal temp of 140 degrees.



## 2017 SSPC Appreciation Dinner

Sponsored by DowDupont

President Mark Keenum  
Mississippi State University  
Key Note Speaker

