

BTC Fiber

BROADBAND:
HELPING YOU FARM



JULY/AUGUST 2020

CONNECTION

A STAMPEDE TO SUCCESS

Burns Farms sells
cattle across the U.S.

GROWING, GROWING GONE

Henderson Farms
sells to major retailers

GROWING THE FUTURE

Broadband revolutionizes agriculture



By SHIRLEY BLOOMFIELD, CEO
NTCA-The Rural Broadband Association

Taking the rural broadband story to the Senate

In mid-May, I appeared before the Senate Commerce Committee to discuss the status of broadband during this time of crisis that has so many Americans working, learning and socializing from home.

I have never been more proud of the broadband providers we represent, watching them move quickly and think outside the box to get the job done for their customers.

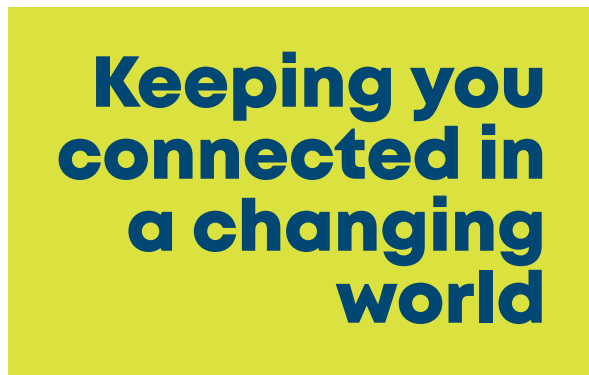

It was a privilege to share with senators that NTCA’s community-based broadband providers were well prepared to keep Americans connected during a crisis — thanks to their community commitment, their entrepreneurial spirit and the support of Congress, the FCC and RUS.

NTCA members have led the charge in building future-proof broadband networks for years and are doing all they can to keep everyone’s internet lights on. But I reminded the committee that to do that, these providers need to keep their own lights on as well.

First, I reminded senators how important it will be to pass the “Keeping Critical Connections Act” to create a temporary emergency fund to keep Americans connected during the pandemic.

Moving forward, Congress should adopt a “Forever Connected” perspective when it comes to promoting broadband. No American should get second-class broadband service, or worse yet, no service at all.

I appreciated the opportunity to share with senators the story of NTCA members, the Smart Rural Communities they are helping to build, and what support they need to write the next chapter. 📧

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The six-second commute

Work from home policies boost productivity

Story by KALEIGH COX



According to a 2017 Gallup poll, 43% of employed Americans have spent at least some time working remotely. U.S. census data released in 2018 revealed that 5.2% of American workers are based entirely at home. Many employers, however, are reluctant to get on board with remote work. They worry that distractions at home and a lack of oversight could decrease productivity. But are those worries unfounded? One Stanford professor decided to find out.

In 2015, Nicholas Bloom conducted research as a Chinese travel agency tested a new work-from-home policy with half of its call center employees. Bloom found that productivity actually increased by an average of 13% thanks to fewer interruptions, shorter breaks and fewer sick days. With just a six-second commute to their laptop, employees were also less likely to start work late or leave early.

Little bits of time saved here and there added up to a big difference. Each employee completed roughly one extra shift's worth of work. And they were happier, too. Employee attrition, formerly a big problem at the company, decreased by an astounding 50%. The company in Bloom's study cut back on its office space in an expensive city and saved \$2,000 per employee.

Working from home is great for employers and employees alike, but there are challenges to keep in mind. At the end of the study,

over half of the work-from-home employees decided they wouldn't want to work from home 100% of the time, citing isolation as a challenge. Fortunately, there are several ways remote companies can help employees overcome isolation and reap the benefits of working from home:

- ▶ **Use technology to stay connected.** Video meetings allow for face-to-face time and are more engaging than audio-only conference calls. Platforms like Slack encourage steady communication, even between meetings.
- ▶ **Consider flexible policies.** Working from home doesn't have to be all or nothing. Some companies opt for a mix of in-office and at-home days or start new employees in the office for smoother onboarding. The key is to consider the unique needs of the team and experiment with creative options as needed.
- ▶ **Encourage team bonding.** A sense of community can combat feelings of isolation and encourage team cohesion. Non-work-related, group bonding activities — whether virtual or in person — can help teams feel connected and united even as they work from home.

Working from home can save companies time and money, improve employee satisfaction and improve retention rates — as long as they find ways to keep employees connected and engaged from wherever they call home. 📧

Stay focused with the Pomodoro Technique

Named after the creator's tomato-shaped kitchen timer, the Pomodoro Technique is a simple time-management strategy widely used by work-from-home employees who need help staying focused. Here's how it works:

- » Select a task to focus on.
- » Set your timer for 25 minutes and work until you hear the "ding."
- » Take a short five-minute break to stretch or grab a coffee.
- » Repeat three more times, then take a longer break of 15-30 minutes.

Even large tasks feel manageable when you only have to focus for 25 minutes at a time. Set a kitchen timer, use your phone's timer or download a Pomodoro app to try this "time-tested" technique for yourself.

Thank you to our farmers

There are many ways this year's pandemic is going to change the way America thinks about things. One of those ways, I hope, is that we remember those who keep our society running.



CHARLIE BORING
General Manager

Last issue, I outlined how broadband has provided an essential service during the pandemic for the millions of people who've had to adjust to working or attending school online. But in this issue, we're focusing on something even more essential: the farmers, ranchers and other agricultural producers who put food on our tables, lumber in our houses and clothes on our backs.

A steady supply of food and other agricultural products at the store is something many of us frequently took for granted. But the spiking demand and supply chain disruptions this year have made me appreciate when there is chicken in the meat case, fresh vegetables in the produce department and stocked shelves on the paper products aisle.

I think our nation's farmers — including those right here in Tennessee — have become some of the most underappreciated but absolutely critical people in this country.

So in light of that, I want to take this space to say thank you.

Thanks to the dairy workers for getting up early for milking. Thanks to the row crop farmers for long days of plowing, planting and harvesting. Thank you to all the fruit growers and pickers in the orchards. A sincere thank you to those raising and butchering our beef, poultry and pork. Thank you to all of those growing and cutting timber. Thank you to all of the beekeepers tending to their hives, the hay farmers storing their bales, the egg farmers in their chicken houses and the grape growers in their vineyards. Thank you to all of the extension agents who help share knowledge between all of those groups.

Whether they're producing beef or beans, cotton or canola, pumpkins, or peanuts, our agricultural producers deserve our appreciation.

Every growing season they risk their financial future, and they must pray for the right weather and good yields. But they're also adapting to changing demands and industry trends.

For anyone who hasn't been out on a farm lately, you might be surprised to find how much technology is in the fields and barns. Farmers use sensors to check soil and moisture conditions, watch temperatures in chicken houses, monitor levels of chemicals in their tanks, order seeds and parts, keep up with commodity prices and find new markets to sell their products.

In this issue, we're happy to highlight the hard work farmers put in to keep America moving and the growing role technology plays in helping their operations run smoothly. It's important to remember that many of the founders of our cooperative were farmers who realized the need for telephone technology, just as they appreciate the need for broadband today.

I'm thankful for all of the members of our local agriculture community and proud to still be their technology partner. [📞](#)

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is a member-owned cooperative dedicated to delivering advanced telecommunications technology to the people of Bledsoe and Sequatchie counties and portions of Van Buren, Cumberland and Hamilton counties.

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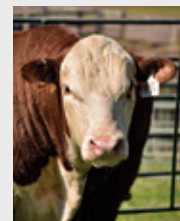
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On the Cover:



Pikeville's Burns Farms operates one of the largest registered Hereford cattle operations in the Southeast.
See story Page 12.

BTC FIBER AWARDS SCHOLARSHIPS

BTC Fiber awarded three \$1,000 scholarships to area high school seniors who plan to enroll in college this fall. Students whose parents are BTC Fiber members were eligible to compete by writing an essay about rural broadband and its impact on the future.



Kaidence Thomas
Bledsoe County High School

Kaidence Reed Thomas is the son of Houston and Karen Thomas. Kaidence, an honor student with 21 college credit hours, graduated seventh in his class. He was involved in Beta Club, DECA Club, Fellowship of Christian Athletes and Drama Club.

He played football for four years and baseball for two years, and he received numerous awards. Kaidence operates the sound in his church, volunteers to teach in vacation Bible school and is an instructor at sports camps. He plans to major in computer science at the University of Tennessee at Chattanooga.



Ariel Matthew
Rhea County High School

Ariel Matthew is the daughter of David and Scarlet Matthew. She was a Rhea County Academic Champion; 2019 American Legion Auxiliary Volunteer Girls State delegate; and member of the National Society of High School Scholars, 4-H Club and National Art Honor Society. She also served as Rhea County High School Key Club president.

Ariel plans to attend Middle Tennessee State University to obtain her master's degree and to pursue her dream of becoming a speech-language pathologist.



Emma Bradford
Sequatchie County High School

Emma Faith Bradford is the daughter of Jeremy and Christa Bradford. At Sequatchie County High School, she served as class historian, was on the volleyball and track teams, and was a member of the Fellowship of Christian Athletes, serving as an FCA leader for three years. She also served as vice president of the Beta Club and was involved in theater arts.

Emma plans to go on to Tennessee Technological University and major in civil engineering. While there, Emma will compete on the TTU cross-country and track teams.



Celebrating independence

The BTC Fiber offices will be closed for the Fourth of July holiday on Monday, July 6.



SWEET & SIMPLE

Gerbera daisies are a colorful burst of sunshine




They start out so colorful and add such a happy touch to your outdoor setting, but with the heat of summer, gerbera daisies begin to lose their appeal. Their healthy, green leaves brown as the heat rises.

But all is not lost — your daisies can come back to life with a little love and flower power on your part.

Gerbera daisies are a popular flower for both the home and garden. You can cut them and make a stunning, multicolored bouquet. They put on quite a show with their rainbow of colors, which is one of the most distinctive qualities of gerberas. They range from beautiful reds, cheery yellows, bright pinks and vivid whites to perfect purples, soft peach and more. And while you may see blue and green gerberas, those are most likely victims of artificial coloring.

“They really are a customer favorite,” says Cole Webster, general manager of The Barn Nursery in Chattanooga, Tennessee. “They’re bright, fun and an iconic bloom. When I think of summer and warm weather, I think of gerbera daisies.”

With proper care, though, these blooms can last well past spring and through the heat of summer — and possibly through the cold of winter.





HERE ARE SOME TIPS WEBSTER OFFERS TO ENSURE THEIR SURVIVAL:

- * Gerbera daisies should be watered every couple of days. It's easy to tell if they're desperate for a drink. The leaves sag, and the blooms wilt. "I like telling people to water them whenever you think about it," Webster says.
- * The best time to water is in the morning. But if you forget, water in the afternoon. Don't wait until the next day. If you're thirsty, you don't tell yourself you'll wait until tomorrow to get something to drink.
- * Fertilize every three weeks. For container plants, Webster recommends a product like Scotts Super Bloom or some other plant food that has a high phosphorus level to help promote big blooms. If you plant your daisies in the ground, a slow-release fertilizer is your best bet.
- * Gerberas are sun-loving plants, but sun is too much of a good thing when temperatures climb to 90 degrees and higher. This is the time of year you should limit

their sunning to mornings, moving them into the shade in the heat of the afternoon.

- * Gerbera daisies can come back next year if you winterize them. In the South, particularly those areas where mild winters prevail, mulch the daisies well, and they'll reappear next spring. In areas that suffer through freezing winter temperatures, bring the daisies inside and place them in a bright window or greenhouse, watering and fertilizing as needed. Note, however, gerberas are more likely to come back and rebloom if they are planted outdoors. They can last for two to three years.
- * Use gerberas in an arrangement for a stunning, colorful showpiece. Their stems are hollow, allowing a wire to be inserted into them if needed for stability.
- * If you plan ahead, you can start gerberas from seed, but it will take about six months for them to reach maturity. Plant seeds around Thanksgiving for spring blooms. 🌸

A few things you might not know about gerbera daisies

Not only are gerbera daisies among the most popular flowers, but they also have an interesting history. They enjoy longevity, have medicinal uses and are made up of a surprisingly complex structure.

- * Dutchman Jan Frederic Gronovius wished to honor a German botanist and physician, Traugott Gerber, when naming the genus Gerbera in the 1700s.
- * Gerberas can last in a water-filled vase for two weeks, making them among the longest-lasting cut flowers.
- * The plant is also believed by many to have health benefits, pulling carbon dioxide and other toxins found in the air and discharging oxygen. Some people even place gerberas by their bedsides.
- * The structure of the gerbera is complex. At first, the flower seems to be a single flower head with many small petals. However, the gerbera flower actually consists of a huge cluster of hundreds of tinier flowers.
- * Scientific researchers have examined the daisies as they study the formation of flowers. And the flower is resistant to fungal diseases.
- * Similar to sunflowers, gerbera daisies track the sun. The flower turns as the light moves from east to west.
- * About 40 documented species of gerberas exist.

Source: flowerweb.com





The Henderson family grows vegetables for stores like Walmart and Aldi.

A MAJOR *production*

LOCAL FAMILY GROWS FOR NATIONAL STORES

Story by LISA SAVAGE



Donald Henderson first grew tomatoes as a young boy working alongside his older brother. “I spent so much time with him, he was like a daddy and a brother,” Henderson says.

When Henderson turned 18, he became a partner with his brother, and their produce operation took off. His brother hauled truckloads of tomatoes to the farmers markets in Chattanooga and Atlanta. “We picked the tomatoes and cleaned and wiped them on the front porch by hand,” Henderson says.

As the operation grew, they moved the cleaning operation to a small shelter under a shade tree. “I thought we had really stepped up,” Henderson says.

They upgraded to a packing house, and Henderson’s brother sold him his share of the business in 1985. Now, 35 years later, Henderson Farms is one of the largest vegetable producers in Tennessee, sending their products to distribution centers for stores like Walmart and Aldi. Henderson’s wife and children and their families help run the farming operation, which employs about 500 people during the peak harvest season. “We used to do about 35 to 40 semi loads a year,” Henderson says. “Now, we do that many in one day.”

FRESH PRODUCE

Now there are fewer tomatoes than other vegetables, with more acreage for cucumbers and bell peppers. There are hot pepper varieties like serrano, poblano and jalapeno, along with eggplant, zucchini and straight-neck squash.

They plant on about 1,100 acres. Summer produce planting begins in late April with about 170 additional workers, and the process continues through July. Harvest starts right after the Fourth of July and continues through October or the first frost. During peak harvesting, about 500 migrant workers arrive at the farm.

They pick vegetables fresh six days a week. The produce goes through a hydro cooling process for cleaning and sanitization, which the Food and Drug Administration requires prior to shipment. Vegetables go to the farm's packing house for packaging according to that day's orders, and it's ready for shipping within hours. "The vegetables retain a fresher taste that way," Henderson says.

TRACKING WITH TECHNOLOGY

Planning and scheduling begins each fall before the next year's growing season. Henderson Farms depends on broadband internet to keep operations running smoothly. The farming operation depends on the internet to track planting to coincide with harvest and shipping dates.

Online software helps track orders and specifications for each order. "We pack by orders, and we ship out by those orders based on what the customer wants. That's how we keep track of everything," Henderson says. "It helps us be more efficient. We can't just go out there and grow the produce and not have an outlet for it. Everything we grow needs to have a home."

Organization is key for all processes, from scheduling the planting cycle to deliveries. "It took us a lot of trial and error to make it work," he says. "Now, our experience has paid off."

They sell the produce under the name Southern Valley. The Hendersons grow for the summer season, and Southern Valley also has growing operations in Georgia and the Yucatan so products are available year-round.

In winter, the Hendersons manage over 200 head of cattle and hay, primarily selling locally. "We had the land that wasn't suited for growing the produce, but it was suitable for hay and cattle," Henderson says. "This allows for a working farm for everyone throughout the year"

Henderson's wife, Vanessa, and daughter-in-law, Stephanie, run the office for the farm. His son, Donnie, and daughter, Christy, help Henderson oversee day-to-day growing operations with the help of Christy's husband, Brad Fleming. The entire family — including Donnie and Stephanie Henderson's son, Levi, along with Evan, Brad Fleming's son — complete the operation. 📧



Farming FACTS

- 📊 Farmers today produce 262% more food with 2% fewer inputs (such as seeds, labor, fertilizers) than they did in 1950.
- 📊 One in 3 farm acres is planted for export.
- 📊 In 2006, the average American farmer grew enough food for 144 other people.
- 📊 In 1940, the average farmer grew food for 19 other people.
- 📊 Farming employs more than 24 million American workers, 17% of the total workforce.
- 📊 In 2007, just 187,816 of the 2.2 million farms in the U.S. accounted for 63% of sales of agricultural products, marking a trend toward a concentration in agricultural production.
- 📊 Agricultural efficiency has increased over the past century from 27.5 acres per worker in 1890 to 740 acres per worker in 1990.

Source: Fact Retriever



Technology in the growing field

Innovations in automation help farmers work more efficiently

Story by LAZ DENES

Never has technology been more important to the agriculture industry than it is today. As farmers and ranchers face challenges such as diminishing sustainable farmland, rising costs of supplies and equipment, workforce shortages, and ever-changing consumer preferences, they must find ways to produce more without breaking the bank.

Fortunately, technology enables farmers to shave hours, days and even weeks off some of the most time-consuming tasks to make their operations more efficient than ever.

Corey Poss, an agronomist with the Rutherford Farmers Cooperative in Murfreesboro, Tennessee, oversees an operation that offers satellite and drone technology to help map, monitor and analyze crop fields. Another solution is a forecasting tool that can predict the yield of a particular crop to within 10% — before seeds are even planted.

“Crop ground is getting swallowed up every day, and we’ve got more people to feed, so we have to apply technology everywhere we can to be as efficient

as possible and not waste time and money,” says Poss, who is in his sixth year with the Rutherford co-op after graduating with an agribusiness degree from Tennessee Tech University.

“A lot of our larger growers are participating with us free of charge,” he says. “The technology originated in the Midwest — the Corn Belt. I don’t ever have to step in the field. We can get a much more accurate look from above. We can identify problems with water, nutrient deficiency and disease on a wide scale, and we can advise the farmer so he can apply his fertilizer accordingly. With our satellite and drone technology, we can cover as much as 1,000 acres a day.”





Andy Hacker serves as operations manager for Bonanza Bean in Morris, Minnesota.



Bonanza Bean, which processes millions of pounds of product, relies on broadband to aid in sales and marketing.

PRESCRIPTION FOR SUCCESS

Poss and his crew of four agronomists use the fast fiber optic network at their Woodbury and Smithville locations to process analytics that farmers then load into their automated equipment to enable a precise distribution of fertilizer, pesticides and nutrients on every square inch of a growing field.

It's a practice called "writing prescriptions," something with which Texas farmer Spence Pennington has become all too familiar. Five years ago, he returned to his family farm in Raymondville after serving as an Air Force aircraft maintenance officer. He and his family grow cotton, grain sorghum, corn, sugarcane and sesame seed. They also raise Brangus cattle in Willacy, Cameron and Hidalgo counties in the Rio Grande Valley. Pennington appreciates the ability to pinpoint the varying requirements of his family's farmland through technology.

"I have 10 to 12 systems — my tractors and all my equipment — and I can link them all together to make them all sync, thanks to the broadband at my house," he says. "I can run my agriculture systems, security systems, monitor my equipment. I can literally see the water temp in the radiator of one of my tractors, all from home. When I'm at home, I'm still connected to my farm."

Pennington and his wife, Emily, an Iowa native he met while on active duty in Ramstein, Germany, also rely on broadband technology to help them stay

on top of their continuing duties as Air Force reservists. Pennington is a lieutenant colonel and commander of the 433rd Maintenance Squadron at Lackland Air Force Base in San Antonio. His wife, a nurse practitioner at a local regional hospital, still serves as an Air Force major. Stationed at Scott Air Force Base near St. Louis, she is the chief nurse of the 932nd Aeromedical Evacuation Squadron.

"We live multiple lives, and we have to cover a lot of ground," Pennington says. "After working 12 to 13 hours a day on the farm, I come home and have to take care of business as commander of my unit. I'm responsible for 250 people remotely, and I'm logging into a very encrypted system.

"Having fast internet has literally changed our lives, and we've gotten so much family time back," he says. "No more headaches, and everything is so much quicker. We've been married just over three years, and we have two kids now, so we can really appreciate being able to take care of our military duties that much more quickly and efficiently."

MAKING THE GRADE

Reliable broadband service also is a valuable tool for the Bonanza Bean farming operation headquartered in Morris, Minnesota. The company processes black beans and three varieties of kidney beans and sells to national and international companies from its state-of-the-art facilities in Minnesota and Arizona.



Drone technology allows Corey Poss, of the Rutherford Farmers Cooperative, to monitor fields.

The company touts its magnetic dirt separator, which uses magnets to remove dirt with high concentrations of iron from the beans. It also sells a state-of-the-art, infrared-camera technology for sorting that can differentiate a black bean from a dirtball.

"That machine has really changed our industry," says Andy Hacker, Bonanza Bean operations manager. "The needle machine picks out anything that has a sprout or a skin defect or anything that we can catch with a needle. At Bonanza Bean, we never let anything leave our facility that doesn't make USDA Grade No. 1. With our cleaning facility, we're able to accomplish that."

About 60 million pounds of beans roll through its processing plants each year, with particular emphasis on international sales. Broadband service allows its sales staff to monitor up-to-the-minute market data and communicate with its vast array of customers. ☑



TRADITION *and* TECHNOLOGY

Burns Farms going strong since 1952

Story by LISA SAVAGE



David Burns grew up going to his family's cattle farm, nestled in the Sequatchie Valley outside Pikeville. At an early age, he developed a passion for cattle from his father and grandfather. It wasn't until 30 years later, after he obtained a degree in reproductive physiology and became the farm manager that operations moved to a new level.

Now, Burns Farms is one of the largest registered Hereford cattle farming operations in the Southeast, breeding and selling cattle across the United States.

The facility has four sales a year, selling over 150 bulls and 100 females annually and utilizing the latest technology to televise and livestream the events.

STEEPED IN TRADITION

A lot has changed at the farm since the days when Burns' grandfather and then his father raised Hereford cattle there.

Burns' grandfather, Randel Burns, moved to Pikeville to become the local agricultural extension agent. He later was a driving force in bringing telephone

service to the Pikeville area and served as the first CEO of Bledsoe Telephone Cooperative.

Randel Burns and his wife, Helen, also raised cattle on their Pikeville farm. They began focusing on the Hereford breed when their son, Phillip, who was 12 years old at the time, went to the bank, got a loan using his own horse for collateral, and bought two heifers for a 4-H project.

With a passion for cattle and also for medicine, Phillip Burns chose to attend medical school, but he continued to work at the farm and show cattle when he could. He and his wife, Gayanne, were married at his childhood Pikeville home in 1974. "Her parents thought she was marrying

a farmer and had no idea that he was actually a doctor because most of their conversations were about cattle,” David Burns says.

Over the years, even as he established a practice and taught medicine, Phillip Burns and his wife maintained the family farm in hopes of passing on a legacy to their children. Dr. Burns, who served as president of the American Hereford Association in 1998 and still works on the farm on weekends, continues to practice medicine and is chairman of the Department of Surgery at the University of Tennessee College of Medicine Chattanooga.

LIVING THE DREAM

Nowadays, David Burns lives nearby and enjoys the farm life with his wife, Katie, and their daughter, Helen, named for her great-grandmother. Like his father, Burns loved the farm and grew up showing cattle, winning national showmanship awards. He continued showing cattle while completing his undergraduate degree in animal science at Middle Tennessee State University. He went on to graduate in 2004 with a master’s degree in reproductive physiology from Michigan State University.

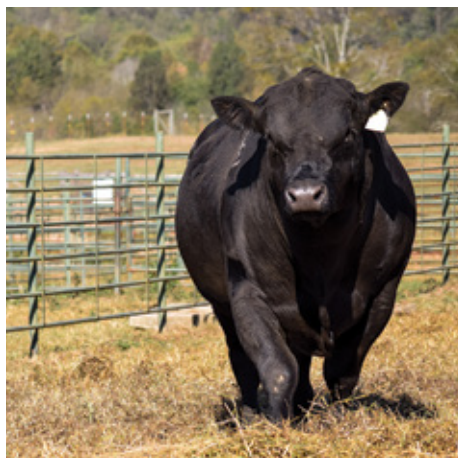
Burns fulfilled his and his father’s dream when he came back home to work on the Pikeville farm, and in 2009, he became the facility manager. “That’s when it really started to take off,” Katie Burns says. “He championed the building of the sale barn, and he took the farm to the next level.”

Now, four sales a year attract buyers from Montana to South Florida. It’s his expertise in reproductive physiology that David Burns uses to produce genetically superior bulls. “It’s really been his talent in establishing these bulls that has been a factor in the success,” his wife says. “He is well respected in his field, and he believes that quality makes all the difference. He puts the animals first and believes in taking care of his customers.”

That’s why the sale events and private sales have become so popular. Advances in technology have increased the number of buyers at an auction, both in person



David and Katie Burns



and online. Viewers watching on the livestream from all over the country make more and more of the purchases. The livestreams are possible through the fast, fiber internet available through BTC Fiber, and David Burns takes pride that his grandfather had a hand in the cooperative’s roots.

“I know he would be proud of what we’re able to do now,” he says.

TECHNOLOGY ADVANCEMENTS

Under Burns’ management, the farm now uses internet-based tracking applications and a mobile app to help manage data. In 2014, Burns increased the farm’s embryo transfer program to offer more genetic diversification. He focuses on bringing quality bull selection and utilizes the latest technology to determine how a particular bull’s calf will perform. He uses the applications to track the genomic DNA profile, helping identify markers that lead to superior bulls.

Farmers can enter numbers to track their livestock’s calving data, calf weaning and yearling performance. They can enter breeding information on the herd, project calving dates, cow productivity and calf performance. They use the technology extensively to aid in artificial insemination, and the application has a function that allows farmers to manage semen/embryo inventory.

“The technology we’re using allows us to take our cattle reproduction to the next level,” Burns says.

His sister, Sarah Burns Bernard, also works to help manage the farm. With a master’s degree in agricultural business from Kansas State University, she focuses on the business details and on increasing technological efficiency. Bernard also manages the freezer beef sales division. She and her family — her husband, Dr. Matt Bernard, and their children, Nolan, Lily and Caroline — live an hour outside Pikeville and visit the farm often.

“We’ve been doing this for three generations,” Burns says. “It’s our goal to continue the legacy and traditions that my father and grandfather started, and we want to continue to increase the quality of our herd while making sure our customers are happy with the results.”

Learn more about Burns Farm at burnsfarms.com or on Facebook, Instagram and YouTube.

Chillingly delicious

No one can resist ice cream

There was a time when ice cream came in just a few flavors — primarily chocolate, vanilla and strawberry. But step inside It's All So Yummy Cafe in Knoxville and you'll find that the quintessential summer treat we all know and love has gone rogue. Watermelon Chip, Roasted Golden Beet and the popcorn-flavored Movie Night certainly don't sound like ice cream flavors, but they're among the many Kim and Wade Wilcox have created since buying the cafe eight years ago.

The menu features sandwiches, salads and other foods typical of most cafes. However, with the purchase of the eatery came an ice cream machine, and the couple decided to use it. But there was a learning curve.

After they had been making ice cream for several years on a smaller scale than they do now, Wade Wilcox decided to learn more — so he went back to school. He didn't enroll in just one of many online courses, though. He took part in Penn State's prestigious ice cream course, an intense, weeklong program that draws people from around the world, teaching them all about the manufacturing of commercially sold ice cream. "It gave me a more rounded, in-depth knowledge of the chemistry that goes into making ice cream," he says. "And it gave me a good chance to make contact with other people in the industry and share ideas."

The Wilcoxes, originally from Iowa, have lived in Knoxville for 23 years. They started out selling about 30 flavors of ice cream. Now, that number has risen to well over 50, but not every flavor is available every day.

"Many of them are seasonal that we only do at certain times of the year," Kim Wilcox says, adding that making these

types available once in a while "keeps people wanting them more." For example, during Girl Scout Cookies season, they'll make ice cream with the treats right after the cookies are delivered. When it's gone, it's gone.

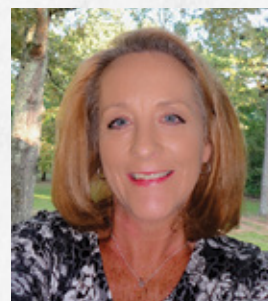
Popular year-round varieties are Death by Godiva Chocolate and Butterfinger. "My personal favorite?" she says. "I don't know that I have one. My favorites change all the time, but I do like all of our coffee-based ice creams."

Ice cream sold at It's All So Yummy Cafe goes by the name Hilton Head Ice Cream, and there's a story behind it. Years ago, the man who first opened the cafe went to Hilton Head and fell in love with the ice cream at the shop Hilton Head Ice Cream. He liked it so much, he convinced the owner to let him open a store in Knoxville. "Part of the deal was that he needed to call it Hilton Head Ice Cream, and that's how Knoxville has always known it," Wilcox says. "We use the same process that the original Hilton Head Ice Cream shop uses."

Now an expert in the field of frozen delights, she offers one important tip for those less skilled in the making of ice cream: "Don't be afraid to experiment with flavors. Ice cream should be fun."



Kim Wilcox and her husband, Wade, created the It's All So Yummy Cafe in Knoxville, Tennessee.



FOOD EDITOR
ANNE P. BRALY
IS A NATIVE OF
CHATTANOOGA,
TENNESSEE.

LET'S GO TO THE FAIR

Sundae

Cotton candy (available in many stores — or at the fair!)
 Vanilla ice cream
 M&M's
 Chocolate syrup
 Sugar wafer cookie
 Rainbow sprinkles
 Whipped cream
 Maraschino cherry with stem

Make a bowl out of the cotton candy. Put the ice cream in the bowl. Working quickly, add M&M's, chocolate syrup and sugar wafer cookie. Top with whipped cream, sprinkles and a cherry on top. Serve immediately. Makes one sundae.

PUMPKIN WHOOPIE PIE ICE CREAM SANDWICHES

- 3 cups flour
- 1 teaspoon salt
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 2 tablespoons cinnamon
- 1 teaspoon ground ginger
- 1 teaspoon ground cloves
- 2 cups packed dark brown sugar
- 1 cup vegetable oil
- 3 cups pure pumpkin puree
- 2 large eggs
- 1/2 teaspoon pure vanilla

Suggested ice cream flavors: pumpkin, French vanilla, butter pecan, cinnamon or dark chocolate.

Heat oven to 350 F. Line two baking sheets with parchment paper. In a large bowl, whisk the flour, salt, baking powder, baking soda, cinnamon, ginger and cloves. Set aside. In another bowl, whisk the brown sugar and oil until well combined. Add the pumpkin puree and whisk to combine. Add eggs and vanilla until well mixed. Add the flour mixture 1/2 cup at a time, and stir until combined. In 1/3-cup scoops, put the cookie dough

on the baking sheets. They will spread a little, so leave some space between them. Bake for 11-13 minutes or until a toothpick comes out clean.

Remove from the oven and let cool before removing from the pan. Once cooled, wrap them individually and freeze.

When ready to serve, take one cookie and place a big scoop of your favorite ice cream on it. Then, top with another cookie and enjoy.

SALTED SESAME CARAMEL

A mouthwatering topping for most any ice cream.

- 1 cup sugar
- Pinch of cream of tartar
- 3 tablespoons water
- 1/4 cup tahini

- 2 tablespoons butter
- 2/3 cup heavy cream
- 1/4 cup toasted sesame seeds
- 3/4 teaspoon kosher salt

Bring sugar, cream of tartar and water to a boil in a medium pan over medium-high heat, stirring to dissolve the sugar. Boil until the sugar begins to caramelize in spots. Stir with a heat-proof spatula and cook until the color of honey, 5-7 minutes. Reduce heat to medium low and cook, stirring occasionally, until caramel is a deep amber color, about 5 minutes.

Remove caramel from heat and whisk in the tahini and butter. Then add cream, sesame seeds and salt.

Cool before serving. This sauce may be made ahead of time and refrigerated. 📌





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