



*"Sixteen percent of our population is rural, but 40 percent of our military is rural. I don't believe that's because of a lack of opportunity in rural America. I believe that's because if you grow up in rural America, you know you can't just keep taking from the land. You've got to give something back."*  
 - Agriculture Secretary Tom Vilsack

## HONORING VETERANS

Farm Credit plays a vital role in supporting rural communities—and in supporting veterans. Across the nation, Farm Credit associations provide education, training and mentorship to veterans who are new to agriculture and looking to transition to farming or ranching after their military service.

### COMMUNITY

Farm Credit supports veterans through community programs such as the Farmer Veteran Coalition (FVC) and its Homegrown By Heroes (HBH) labeling program.

### MEMBERSHIP

More than 8,000 active-duty or military veterans are members of FVC today.



### SUPPORT

Consumers see the HBH label at the point-of-purchase and on signage, helping them select products that support our country's farmer veterans.

### COMMITMENT

FVC recognizes the commitment of rural Americans to military service with the goal of developing viable employment and meaningful careers through the collaboration of the farming and military communities.

### OPPORTUNITY

HBH gives farmers and ranchers who have served or are still serving in the military the opportunity to showcase the HBH logo on their agricultural products.



### CAPITAL

Annual sales from HBH member farms exceed \$50 million.



## STORIES OF HONOR

The stories of Farm Credit's borrower-owners, whose dedicated service to our nation continues long after their return home, are inspiring to all of us.



### ORLANDO CADENA

Alice, Texas | Texas Farm Credit Customer since 2009



*"With the help of Texas Farm Credit, I was able to really grow my farming operation and take on a substantial amount of acreage."*



After his service in the Army, including service in the Bosnian conflict, Orlando returned to Texas in 1996 to become a firefighter, and later a police officer. All the while he was helping his father on the family farm. Then, starting with 250 acres he began farming on his own. In the 15 years since, he's grown his operation to 2,000 acres.

### JED WELDER

Greenville, Michigan | Trinity Farms | GreenStone Farm Credit Services Customer since 2008



Jed served multiple tours as an Army armor officer, deploying to Iraq, Afghanistan and Bosnia during his military career. "After repeated deployments and an ever-increasing operational tempo, we decided it was time to start both a family and a farm back in Michigan," Jed says.



*"As my business has changed and grown, GreenStone has grown with me," he says. "Having a lender that works with me, that knows my farm and the challenges I face, is more important now than ever."*

### CALVIN RIGGLEMAN

Augusta, West Virginia | Bigg Riggs Farm | Farm Credit of the Virginias Customer since 2009

*"People can walk up to my stand and they know I'm a veteran without me having to say anything," he says. "They thank me for my service, and I think some do buy from me because I'm a veteran."*



Calvin was the first farmer veteran in West Virginia to start using the Homegrown By Heroes label on his products from his 80 acres.

