

Swisher Sweets/Sunbelt Expo Southeastern Farmer Of The Year Award

Press Release

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FOR IMMEDIATE RELEASE

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SCOTT TRAVIS NAMED KENTUCKY FARMER OF THE YEAR FOR 2007

MOULTRIE, GA -- Like country music singer Hank Williams, Jr., Scott Travis of Cox's Creek is carrying on a "Family Tradition."

"My family started as dairymen and tobacco farmers," said Travis, "and I deposited my first tobacco check at six years of age.

"When I was 17 years old, I rented a 320-acre farm on a 50-50 bases with a family friend," he added. "That same year, I began purchasing my own equipment."

Over the years, Travis has built his farm into a highly successful 1740-acre operation and as a result has been selected as the 2007 Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year for Kentucky. He was chosen for the honor in judging conducted by the Kentucky Farm Bureau and was nominated by John Crenshaw.

Travis now joins nine other Southeastern state winners as a finalist for the Swisher Sweets/Sunbelt Expo Southeastern Farmer of the Year Award for 2007, which will be announced during the Sunbelt Expo in Moultrie, GA, on Tuesday, October 16th.

As the Kentucky state winner, Travis will now receive a \$2,500 cash award and an expense paid trip to the Sunbelt Expo from Swisher International of Jacksonville, FL, a jacket and a \$200 gift certificate from the Williamson-Dickie Company, a commemorative fireproof home safe from Misty Morn Safe Co., and a \$500 gift certificate from Southern States. He is also now eligible for the \$14,000 that will go to the overall winner and the use of a Massey Ferguson tractor for a year from Massey Ferguson North America.

Swisher International, through its Swisher Sweets cigar brand, and the Sunbelt Expo are sponsoring the Southeastern Farmer of the Year Award for the 18th consecutive year. Swisher has contributed over \$740,000 in cash awards and other honors since the award was initiated in 1990.

"Though the years, we have raised cattle, hogs, rabbits, peppers, chickens, gourds, popcorn and various other crops," said Travis. "Plus we have continued the crops we are currently growing."

The versatile operation today still includes tobacco – 20 acres that produces 2,200 pounds per acre. Corn covers 1,050 acres with a yield of 145 bushels per acre while there's 580 acres of soybeans, producing 50 bushels per acre.

Also included are 70 acres of wheat with a yield of 50 bushels per acre and double crop soybeans are grown on 70 acres with a yield of 40 bushels per acre. Five tons per acre of Alfalfa are produced on 15 acres.

Other enterprises included pumpkins, 30 acres of commercial property and 70 acres of residential property.

"I make decisions based on careful research when marketing my crops," said Travis. "I check the futures markets daily with my DTN satellite, watch export reports, study the weather and look for market patterns.

"I market my grain crops to Consolidated Grain and also directly to local farmers," he added. "My tobacco is sold under contract with Philip Morris and is delivered to their receiving station in Lebanon, KY."

Travis and his wife Robbie have three young children – 12-year-old son Collin, 9-year-old daughter Cameron and 6-year-old son Conner.

Previous state winners from Kentucky include only Sam Moore of Morgantown as Kentucky joined the judging process in 2006.

Travis' farm, along with the only nine state finalists, will be visited by a distinguished panel of judges during the week of Aug. 6-10. The judges for this year include Rogers Reynolds, retired executive with Farm Credit; Dr. Jim Butler, retired Agricultural Engineer and Research Leader and Elwyn Deal, retired Clemson University Extension Service.

Note to Media: The farm of Scott Travis will be judged on Thursday, Aug. 9 from 7:45 a.m. to 10:45 a.m. The address of Mr. Travis' farm is 1420 Max Rouse Road, Cox's Creek, KY. If you would like to join the judging process, please call Bobby Batson (704/788-7025) or contact the farm (502/548-1083).

For additional News Releases and information: www.sunbeltexpo.com or bbatson@swisher.com.

