

Farm Bureau Brief: Farm Bureau adds wildlife program to radio lineup

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March 31, 2011 - Like Texas itself, hunting and outdoor recreation are growing. That's one reason the Texas Farm Bureau (TFB) Radio Network recently added a new program to its lineup, the Texas Wildlife Radio Show.

"Wildlife is a big business in Texas with 2.6 million hunters and anglers in the state," said Jerry Magness, Fannin County Farm Bureau president. "That translates to about \$11.6 billion to the Texas economy."

The three-minute daily program features a conversational-style interview between host Nathan Smith and wildlife experts and enthusiasts from across the state. Show topics will cover everything from Texans' ongoing fight against feral hogs to seasonal hunting and fishing tips.

"Texas' expansive land and abundant wildlife are some of the things that make our state great. With more ranchers adding wildlife to their operations and urbanites leasing hunting land, there's just an overall excitement about the industry. We're looking forward to a radio program that will highlight these activities and teach us to be better stewards of the land," Magness said.

The Texas Wildlife Radio Show airs on select TFB Radio Network affiliate stations. For more information about the Texas Wildlife Radio Show, contact Kelly Bogard at kbogard@txfb.org or (254) 751-2420.