

JOHN FARMER

John Farmer is Arkansas' 2016 Catfish Farmer of the Year. John started working on his family's catfish farm at a very young age, and at the age of 13 was running his own seine crew. After graduating from Arkansas State University with a degree in agriculture, John returned home to work in the family's catfish farming business. He and his father opened Arkat Feeds in Dumas. John was an active part of Arkat Nutrition for 22 years, making catfish feed and pet food. John currently farms catfish in Lincoln County. He has served on the board of directors for Catfish Farmers of America, Catfish Farmers of Arkansas and the National Aquaculture Board. He was recently appointed by the governor to serve on the Catfish Promotion Board. John and his wife of 18 years, Amy, have two children, Maggie and Ben.

BUBBA DRURY

Bubba Drury is Alabama's 2016 Catfish Farmer of the Year. Bubba is a lifelong resident of Greensboro, Alabama. He began helping on his grandfather's farm at a very young age. He attended Marion Military Institute, where he quickly realized his love for farming would bring him back to the family farm. Bubba began growing row crops, and was chosen as Outstanding Soybean Producer of the Year for his farm of 2,500 acres of soybeans. In 1980, he became interested in catfish farming. Bubba's farm consists of 350 water acres and an additional 300 water acres that he co-owns with his brother, Charles. Bubba also continues to raise 500 head of Brangus cattle plus a small registered herd. Bubba is chairman of the board of the Greensboro Farmers' Co-op. He also serves on the board of directors for Catfish Farmers of America, Alabama Catfish Producers, Alabama Catfish Feedmill and Hale County Farmers Federation. Bubba and his wife, Anne Burt, have been married 33 years and have two children, Leah Elizabeth and Wallace Foote Drury, III. They recently welcomed their first grandchild, Kennedy Anne.

JERRY NOBILE

Jerry Nobile is Mississippi's 2016 Catfish Farmer of the Year. Jerry was born and raised in Moorhead, Mississippi, and is a graduate of Mississippi State University. He entered the catfish farming business in the mid-1980s. Today, Nobile Farms consists of 650 water acres of food fish and fingerlings, and 1,500 acres of row crops. Jerry and his wife of 42 years, Sandra, are the proud parents of Kimberly, Kelly and Will. They are the extra proud grandparents of Street, Annie, Jackson, Ben and Emma. Jerry serves on the board of directors for Fishbelt Feeds and is a member of the Indianola Rotary Club. After farming catfish for almost 30 years, Jerry is anxious to see what the future holds as he continues his career of raising catfish with his son, Will.

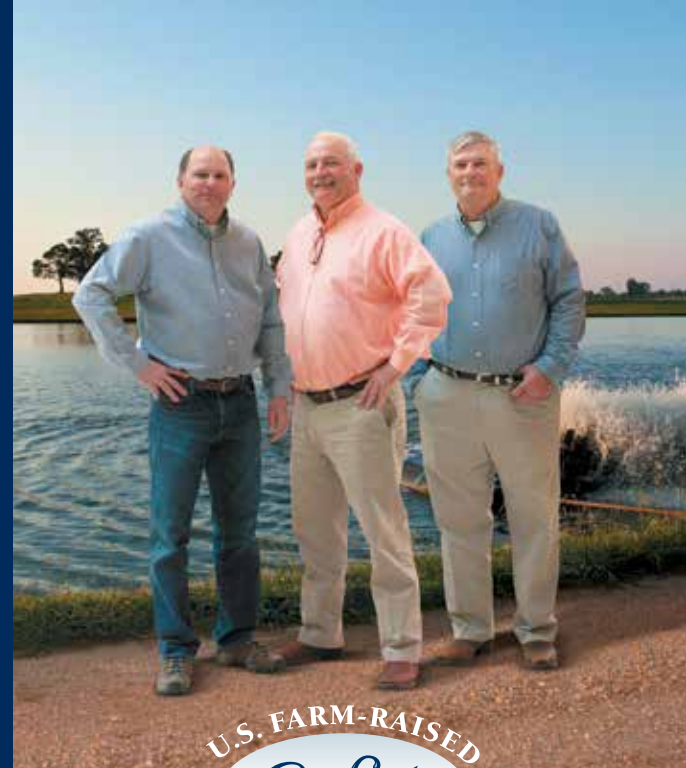
Farmers of the Year are chosen annually from a large field of many deserving catfish producers in the U.S. Farm-Raised Catfish Industry. Although it is a difficult task to select just one farmer from each of the top three catfish-producing states, those who are selected embody the spirit of the American farmer. All have made significant contributions to the U.S. Farm-Raised Catfish Industry.

Every year, The Catfish Institute (TCI) utilizes these individuals in various advertising campaigns. Each farmer is an important part of promoting U.S. Farm-Raised Catfish and raising public awareness of the quality and benefits of eating U.S. Farm-Raised Catfish. Roger Barlow, President of TCI said, "We want to provide a connection between the farm-raised catfish that people know and love, and the hundreds of family farms that dot the southern United States where these fish are grown. The Catfish Farmers of the Year are the face of the **American farmer** producing an **American product** for the **American consumer.**"



THE CATFISH INSTITUTE

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FARMERS OF THE YEAR

*Favorite
Recipes*

Crunchy Baked Catfish

Southern Fried Catfish

Pan-Fried Catfish

JOHN FARMER



SERVES 4-6

4 to 6 U.S. Farm-Raised Catfish Fillets
2 cups Kellogg's® Rice Krispies® cereal

1 cup mayonnaise
Salt and pepper to taste



PREHEAT oven to 350° F. **CRUSH** Kellogg's Rice Krispies in a large resealable bag until fine. **PAT** catfish fillets dry with paper towels. **COAT** generously with mayonnaise, and cover both sides with crushed Rice Krispies. **PLACE** skin side down on cooking rack above a roasting pan, and **SEASON** with salt and pepper to taste. **BAKE** for 30 to 40 minutes or until fish flakes easily.

BUBBA DRURY



SERVES 4-6

4 to 6 U.S. Farm-Raised Catfish Fillets
Peanut oil for frying
1 tablespoon Tony Chachere's® Original Creole Seasoning

1 package ZATARAIN'S® Seasoned Fish Fri®



FILL deep fryer with peanut oil and heat to 350° F. **CUT** catfish fillets into strips. **SPRINKLE** with Tony Chachere's seasoning. Evenly **COAT** strips with Zatarain's Seasoned Fish Fri. Working in batches, **FRY** strips in hot oil until light golden brown, approximately 7 minutes. **DRAIN** on paper towels. **SERVE** with hush puppies, baked beans and fresh cabbage slaw for a classic Southern dish.

JERRY NOBILE



SERVES 4

4 to 6 U.S. Farm-Raised Catfish Fillets
¾ cups flour
½ cup cornmeal
2 teaspoons Tony Chachere's® Original Creole Seasoning

2 tablespoons butter
2 lemons
Salt and pepper to taste



In a medium bowl, **MIX** together flour, cornmeal and Tony Chachere's seasoning. **PLACE** catfish fillets in mixture, coating both sides. **MELT** butter in an electric skillet on medium heat. **COOK** fillets for 6 to 8 minutes on each side. **SQUEEZE** lemon juice over fillets while cooking. When done, fish should easily flake with a fork. **DRAIN** on paper towels. **SEASON** with salt and pepper, and **GARNISH** with fresh lemons.

FOR MORE RECIPES, VISIT USCATFISH.COM