

## BEN PENTECOST

Ben Pentecost graduated from Mississippi State with a degree in Ag Economics in 1979. He then returned home to start Pentecost Brothers Farm in Doddsville, Mississippi, with his brother, Ed. They raise hybrid catfish on 585 water acres in Sunflower County, where they are beginning their 39th year of production. Ben has been very active in the industry and was President of Catfish Farmers of Mississippi in 2001 and 2002, and President of Catfish Farmers of America in 2013 and 2014. He continues to serve on the board of both associations and is a member of the CFA Executive Committee. He was previously selected as Mississippi Catfish Farmer of the Year in 1997.

## ROSEMARY BAXTER

Rosemary Baxter and her husband, Jeff, began catfish farming in 1988. Her role at that time was primarily support, and she ran literally thousands of samples to processing plants during the early years. Beginning in 1994 and continuing for 22 years, Rosemary also coordinated an annual catfish dinner at Riverfest, which provided over 30,000 free promotional catfish dinner plates. In 1993, the company constructed a hatchery and raised channels for several years. Then, in the early 2000s, it began hybrid fingerling production. This proved to be a very frustrating endeavor, which required someone very detail-oriented to succeed. Rosemary took the challenge head-on, transforming that initial frustration into a highly successful operation.

## WILLARD POWE

Willard Powe farms 420 acres of water in Browns, Alabama with his brother-in-law, Travis Wilson. Willard started his catfish journey as a relief night man on his father-in-law, Butch Wilson's, farm in 1989, while working full-time as an industrial electrician. In 1994, Butch asked his son, Willard and his wife, Dea to move home to work the family farm full-time alongside himself and son, Travis. During Willard's tenure, the farm has grown from 9 to 36 ponds, and now includes an in-pond raceway system, as well as an indoor tilapia operation. Willard and Dea's son, Trey, has recently returned to farm full-time with his father and uncle. Willard also serves on the Dallas County Farmers Federation Board.

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."

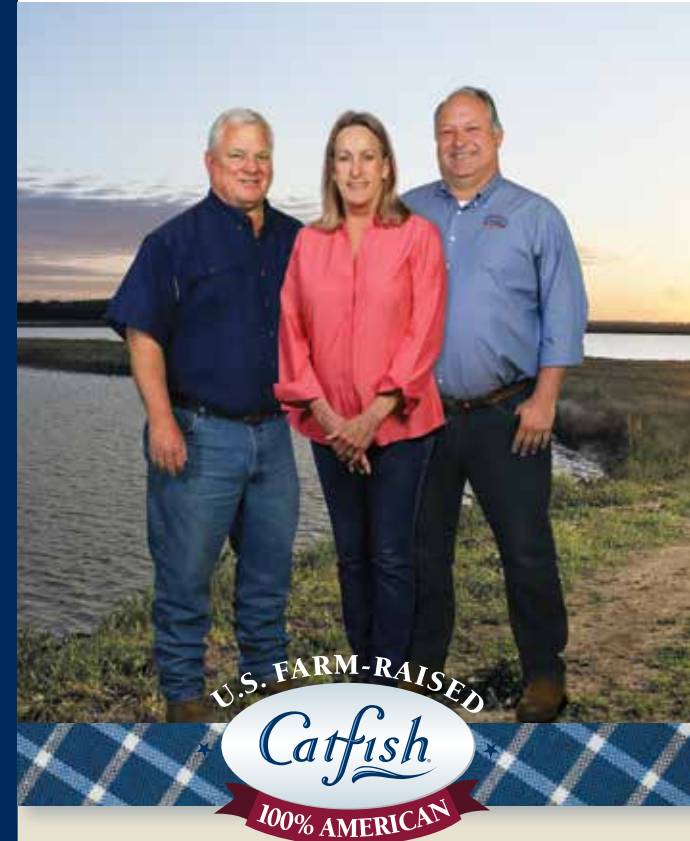


## THE CATFISH INSTITUTE

P.O. Box 1669 Madison, Mississippi 39130  
uscatfish.com

## FARMERS OF THE YEAR

# Favorite Recipes



**BEN  
PENTECOST**  
2019 Mississippi  
Catfish Farmer  
of the Year

**ROSEMARY  
BAXTER**  
2019 Arkansas  
Catfish Farmer  
of the Year

**WILLARD  
POWE**  
2019 Alabama  
Catfish Farmer  
of the Year

## Easy Grilled Catfish



**BEN PENTECOST**

**SERVES 6-8**

6-8 U.S. Farm-Raised Catfish Fillets  
1/2 cup olive oil  
1-2 teaspoons seasoning salt  
1 teaspoon Creole seasoning  
2 tablespoon lemon juice  
1 teaspoon soy sauce  
1 cup butter  
2 lemons sliced  
1-2 tablespoons fresh rosemary (chopped)



**WASH** catfish fillets and pat dry. **PLACE** fillets in foil pan sprayed with cooking spray. **DRIZZLE** olive oil over catfish. **SPRINKLE** seasoning salt, Creole seasoning, lemon juice and soy sauce over catfish. **PLACE** in refrigerator for 1 hour or longer – cover with foil. **MELT** butter and pour over catfish. **TOP** with lemon slices and rosemary. **COVER** with foil (lightly) and grill at 350 degrees for 20 minutes. **UNCOVER** and grill 5-10 more minutes until flaky.



## Parmesan Crusted Catfish



**ROSEMARY BAXTER**

**SERVES 4-6**

4-6 U.S. Farm-Raised Catfish Fillets  
1 tablespoon olive oil  
1 tablespoon turmeric  
1/2 teaspoon white pepper  
1/2 teaspoon cayenne pepper  
1/2 cup Parmesan cheese  
1/2 cup Italian bread crumbs



**WASH** catfish fillets, pat dry and set aside. In a small bowl, **MIX** equal amounts of Parmesan cheese and Italian bread crumbs. **ADD** the turmeric, white pepper and cayenne pepper. **RUB** catfish fillets with olive oil. **COAT** each fillet with dry mixture and place in oiled baking dish. **BAKE** at 350 degrees for 20 minutes.

### EASY BAKED RICE

1 cup rice  
2 cans consommé soup  
1 can drained, sliced water chestnuts  
1 stalk celery, chopped  
1/2 onion, chopped  
1 stick butter  
1 jar pimentos

**COMBINE** all ingredients in a casserole dish. **BAKE** 350 degrees for 1 hour. **PUT** the rice in first, then put the catfish in at 30 minutes

## Cajun Catfish Dip



**WILLARD POWE**

**SERVES 6-8**

4-5 U.S. Farm-Raised Catfish Fillets  
Red pepper to taste  
Creole seasoning to taste  
Cajun spices to taste  
8-ounces cream cheese (room temperature)  
1/2 cup sour cream  
2 tablespoons Worcestershire sauce  
1/2 cup mayonnaise  
1/2 cup chopped green onions  
1/2 cup chopped celery  
1/4 cup chopped red onion  
1 teaspoon garlic powder  
2 tablespoon lemon juice



**COVER** both sides of fillets with red pepper, Creole and Cajun spices. **BAKE** at 400 degrees until lightly brown. **LET** fillets cool; mash with a fork; add all other ingredients. **ADD** additional Creole seasoning, red pepper, and Cajun spices according to how hot and spicy you prefer. **CHILL** overnight and serve with crackers.



**FOR MORE RECIPES,  
VISIT [USCATFISH.COM](http://USCATFISH.COM)**