

## Award Eligibility

- Farm must be located in Iowa and owned by an Iowa resident(s)
- Open to all types of farming operations
- You are also welcome to nominate a family other than your own

## Nomination Procedure

- Visit [iowastatefair.org/participate/the-way-we-live-award](http://iowastatefair.org/participate/the-way-we-live-award) to print or fill out an editable entry form
- Must complete the entry form describing how living on a farm and choosing the occupation of farming has shaped the nominee's life
- Must submit a family photo that illustrates nominee's commitment to their farming operation
- Entries may be mailed to the address listed or emailed to [ewynn@iowastatefair.org](mailto:ewynn@iowastatefair.org)
- Entries from 2024, 2025 and 2026 will be in consideration.



## Media Sponsors

*Iowa Farmer Today*



# IOWA STATE FAIR

## The Way We Live

An award for Iowa farm families who love the land and the products they produce

AUGUST

13-23

2026

ALL ENTRIES MUST BE  
SUBMITTED OR POSTMARKED BY

**MAY 15, 2026**

IowaStateFair

**NOTHING  
COMPARES**

# The Way We Live

The Iowa State Fair is searching for six farm families to highlight during the Iowa State Fair. These families exemplify farm values derived from hard work and a love for the occupation of farming. Selected families must show dedication to Iowa agriculture in their daily lives and in the lives of their family members.

# Award Benefits

- \$250 cash award
- Iowa State Fair gate admission tickets
- Vehicle permit for day of recognition
- Coupons from Cattlemen's Beef Quarters, Iowa Pork Tent, Midwest Dairy Association Dairy Barn and the Iowa Poultry Association
- Introduction and award presentation on the Anne and Bill Riley Stage
- Recognition display in the Paul R. Knapp Animal Learning Center during the 2026 Fair
- One night hotel stay



# Testimonials

"Running Hatch Farms has taken on a very special and heartfelt meaning for members of the Hatch family of Gladbrook. Kenneth Hatch was the owner, the businessman, the decision maker, the laborer and mechanic who oversaw a successful farming operation. After his passing in March 2024, his wife, Shelleen, daughters Kerrigan and Shelton, and son-in-law Mitchell Hoefling have carried on his legacy: learning something new every day, making decisions as a team, but continuing the dream of their husband, dad and father-in-law."

**—Hatch Farms, Gladbrook, IA  
2025 award winner**

"In its fourth generation, the Taylor family farm operation in Bouton has evolved from horse-drawn equipment to modern technology, while maintaining deep-rooted traditions in livestock, crop diversity and community service. The Taylors serve agriculture through 4-H leadership, cattlemen's associations and educational outreach. Dan and Ila Jean have been 4-H board members; Noah leads youth livestock efforts and promotes beef education locally. As a family, they host ag visitors and share their conservation-minded, livestock-focused approach to sustainable farming."

**—Taylor Family, Bouton, IA  
2025 award winner**

"As a multi-generational, diversified family farm operation, the Heinrich family, Petersen Cattle and Grate View Farm raise beef cow/calf pairs, milk 60 Holstein and Jersey dairy cattle, and grow corn, soybeans, alfalfa and oats in Maquoketa, Iowa. Joe and Shelley Heinrich have instilled a deep passion for agriculture with their family, including nephew Troy Petersen and wife Anessa of Petersen Cattle, and daughter Amber Selman and husband Ben of Grate View Farm."

**—Heinrich Family, Petersen Cattle, Grate View Farm, Maquoketa, IA  
2025 award winner**

"In 2011, the first orchard trees were planted at Whitetail Valley Farm in Stanton, Iowa. Today, the Kutzli family specializes in vintage, antique and red-fleshed apple varieties, utilizing a Swiss tradition of fruit growing, called "Streuobstwiese" or Meadow Orchard. In the fall, the Kutzlis sell apples and use the apples to make wine at Whitetail Valley Cellars Winery. Grampaw's Punkin Patch also opens every fall, allowing visitors to celebrate the harvest. The inspiration for this traditional small farm, orchard and winery comes from Eric's great-great grandfather, who lived on a Swiss farm in the Rhine valley. As the Swiss say, 'Klein aber fein:' small, but excellent."

**—Kutzli Family, Stanton, IA  
2025 award winner**



# More Information

**Contact: Emily Wynn**  
515-401-1544  
ewynn@iowastatefair.org

P.O. Box 57130  
Des Moines, IA 50317

