

# CONNECTION

A close-up photograph of a blue milkshake in a glass. The milkshake is topped with a swirl of white whipped cream, chocolate syrup, and a single red cherry. The background is blurred, showing a wooden surface and another glass.

## Where Old Meets New

Pharmacy brings back  
soda fountain

FAMILY BUSINESS

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WATER PARKS



By Shirley Bloomfield, CEO  
NTCA—The Rural Broadband Association

## World Wide Web Day

Celebrate decades of digital innovation

**W**orld Wide Web Day is Aug. 1. It's a celebration of a 1993 internet milestone that transformed our society, changing everything from work and health care to communications and entertainment.

Before the web, accessing information and resources on the interconnected computers spanning the globe required specific software and skills. Email use was even limited—in business, fax machines still ruled. Then, researchers in Switzerland, including Tim Berners-Lee, developed the World Wide Web. Not only was information easier to share, but the freely distributed tools that made it possible fueled decades of innovation.

Now, rural internet service providers like yours manage the high-speed networks unlocking the modern web. NTCA's 2024 Broadband/Internet Availability Survey Report showed that 89% of rural customers served by providers responding to the survey have access to speeds of at least 100 Mbps.

That's a dramatic change compared to 1993, when connecting was slow and noisy, reliant on dial-up modems and copper lines. Back then, a speed of 14.4 Kbps was great—nearly 7,000 times slower than a 100 Mbps connection today.

Students can now access endless resources online and attend virtual classes. Telemedicine brings services and specialists otherwise unavailable in rural communities. Farmers monitor crops, manage resources and keep livestock healthy with internet-connected tools. And that's only the beginning.

NTCA members across rural America make it all possible. So, let's take a moment to celebrate not only World Wide Web Day, but also the communications professionals in your community.

Thank you for all you do. 📺



## Help your community thrive

Local businesses are a cornerstone of the United States' economy, particularly in rural communities. You need to look no further than your local utility providing a fast, reliable internet network. Companies like these are not only committed to providing excellent service but also uplifting their communities.

**A report last year by Capital One Shopping, a site operated by the banking and credit card company, highlighted the importance of local retailers.**

- In one week, **91% of American consumers** shop at small and local stores.
- **68%, or \$68 out of every \$100**, spent at local stores remains in the local economy.
- American shoppers spent an estimated **\$4.51 trillion** at local stores in 2023, equivalent to **54.3% of all retail sales**.
- The average person **shops locally 213 times per year** or once every **1.7 days**.

### Community Benefits to Shopping Local

- **Shopping small** keeps **dollars local**.
- Dollars spent at an independent business may **recirculate** in the local economy **an average of six to 15 times**.
- Small businesses make up to **136% more charitable donations** per employee than businesses with 500 or more employees.
- Residents of communities with more independent businesses **drive three-quarters fewer miles** than their neighbors who have less access to small local shops.





# A Sunshine Shield in Your Pocket

## Apps to protect your skin

**L**ong days outdoors are a joy of summer. A little sun can even increase your vitamin D levels, which has a range of health benefits. On the other hand, bathing in too much sunlight is not good for the skin, raising the potential for skin cancer. And some people are more susceptible than others.

So, it just makes sense to track and manage sun exposure. Think about all the things we already monitor—steps, sleep and even what we eat. Why not also track exposure to ultraviolet light, the rays produced by the sun?

In fact, your phone's weather app may already offer a forecast for expected sun exposure at your location. Other apps though can ramp up the details. Early UV apps were basically glorified timers with general advice tacked on. Today's versions

are more sophisticated, providing information on everything from cloud cover to how much sun is reflecting off surfaces around you.

These apps often have easy-to-understand color-coded displays that show your risk level. Most will customize their recommendations based on your skin type, which means you're getting advice that's relevant to you specifically.

Some of the more advanced options do more than track UV exposure. They can use your smartphone's camera to analyze your features and suggest proper levels of sun protection. Many will even send timely reminders when it's time to reapply sunscreen based on your activity level and which products you're using.

The more comprehensive sun safety apps don't only monitor UV rays. They

include educational content about sun damage and skin cancer prevention. Some even track vitamin D production, helping you balance protection with healthy sun exposure.

Family-friendly versions allow users to set up profiles for multiple family members with different skin types, making it much easier to manage sun protection during group outings like beach days or picnics.

Of course, no apps replace a proper checkup with your dermatologist, but they do offer daily reminders about a danger we can't always see. So, next time you're heading outdoors for a day in the sun, check the app store for your favorite device and see if there's an app that provides the details you need to stay safe. At minimum, the apps can keep the importance of skin protection top of mind. ☀️



# Hearts and Home

## Making connections that matter

I always enjoy these long, sunny days, which are perfect for slowing down and spending time with the people who matter most. It's an opportunity to unplug and enjoy the outdoors, and at DTC Communications, we believe the communications services we provide can help connect us in person and online.



**KASEY KRUEGER**  
CEO

Have you ever noticed how we can all get stuck looking at our phones? Even though our internet connects thousands of homes and businesses, the best connections often happen when we look up and see each other face to face. This summer, I invite everyone to find that sweet spot, using our internet to make your real-life get-togethers even better.

Think about that family reunion you're planning. Group texts make organizing easy. Video calls let you chat with relatives who moved away. When everyone finally gets together, your phone can capture precious moments and then store, edit and share those images online. Fast, reliable internet makes it all possible.

Similarly, our local markets and festivals thrive because vendors can easily process card payments without the need for expensive and complex systems. And they can keep potential customers updated by posting online about sales and new products. But being out and about shopping is still an opportunity for connections where neighbors meet in person, shake hands and catch up.

Also, thanks to rich and affordable streaming services for music and video, families can gather indoors or outside for movie nights. Perhaps some things that start small can grow into monthly traditions where neighbors become friends.

At DTC, we don't just support a fast, industry-leading internet service. We believe these resources can create paths to new possibilities. Your stories of connection and success fuel our passion—grandparents who video chat with grandkids, local businesses that ship to customers around the nation or young artists sharing digital creations with the world.

This summer, try using technology with purpose. Create a shared family photo album that relatives can add to from anywhere. Use social media to organize a park cleanup day. Stream music for an impromptu block party. Record video interviews with town leaders to save and share their stories.

The best communities blend new technology with cherished traditions. At DTC, our investment in this community allows us to use technology to strengthen our ties to one another.

As we enjoy summer, remember that our most important connections will always be with each other. We are proud to provide the technology that helps those connections grow. Let's make this a summer of real connection, both online and in person. 📞

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DTC Communications is a member-owned telephone cooperative established in 1951. The cooperative supplies communication, entertainment and security products and services to residential and business customers primarily throughout Middle Tennessee.

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UTILITY RESOURCES

On the Cover:



In addition to pharmacy services, F.Z. Webb & Sons offers frozen treats and gourmet lunches at its soda fountain. See story Page 8.

Photo by Matt Ledger

## HIGH SCHOOL FOOTBALL SCHEDULES

### Cannon County

Aug. 22 vs. Monterey  
 Aug. 29 at Providence Christian Academy  
 Sept. 5 vs. Pickett County  
 Sept. 12 vs. Community  
 Sept. 19 vs. Gordonsville\*  
 Sept. 26 at Clay County  
 Oct. 3 at Smith County\*  
 Oct. 10 at Jackson County\*  
 Oct. 17 vs. Warren County  
 Oct. 30 vs. Trousdale County\*

### DeKalb County

Aug. 22 at Warren County  
 Aug. 29 vs. White House  
 Sept. 5 at Watertown  
 Sept. 12 vs. Friendship Christian  
 Sept. 19 at Macon County\*  
 Sept. 26 vs. Upperman\*  
 Oct. 3 at York Institute  
 Oct. 10 at White County\*  
 Oct. 24 vs. Stone Memorial\*  
 Oct. 30 vs. Livingston Academy\*

### Gordonsville

Aug. 22 at Coalfield  
 Aug. 29 vs. Watertown  
 Sept. 5 at Fayetteville  
 Sept. 12 vs. Liberty Creek  
 Sept. 19 at Cannon County\*  
 Sept. 26 at Jackson County\*  
 Oct. 3 at Westmoreland  
 Oct. 10 vs. Trousdale County\*  
 Oct. 24 vs. Red Boiling Springs  
 Oct. 30 vs. Smith County\*

### Smith County

Aug. 22 at Watertown  
 Aug. 29 vs. Clay County  
 Sept. 5 vs. Livingston Academy  
 Sept. 12 at Westmoreland  
 Sept. 19 vs. Jackson County\*  
 Sept. 26 at Trousdale County\*  
 Oct. 3 vs. Cannon County\*  
 Oct. 10 vs. Moore County  
 Oct. 24 at Tellico Plains  
 Oct. 30 at Gordonsville\*

### Watertown

Aug. 22 vs. Smith County  
 Aug. 29 at Gordonsville  
 Sept. 5 vs. DeKalb County  
 Sept. 12 vs. Giles County\*  
 Sept. 19 at White House Heritage  
 Sept. 26 vs. Community\*  
 Oct. 3 at Sequatchie County\*  
 Oct. 17 at Cascade  
 Oct. 24 at Liberty Creek  
 Oct. 31 vs. Forrest\*

\*Denotes region game

## ANNUAL MEETING SET FOR SEPT. 13

Pursuant to Article III of the bylaws, DeKalb Telephone Cooperative (d/b/a DTC Communications) will host its annual meeting on Saturday, Sept. 13, at the DeKalb County Fairgrounds in Alexandria.

Article IV, Section 4 of the bylaws provides that the board of directors shall appoint a Nominating Committee who shall select nominees for the office of directorship for those directors whose terms expire in 2025 and provides a timeframe on when this shall be accomplished. The articles of the bylaws further provide that any 15 or more members acting together may make other nominations by petition with the secretary at least 45 days before the meeting, and these will then be reviewed by the Nominating Committee to determine if the qualifications as set forth in Article IV, Section 3 of the bylaws (Qualifications of Board Members) have been fulfilled. The secretary shall post at the principal office of the Cooperative at least 30 days before the meeting the nominations for board members selected by the Nominating Committee and those that have been qualified by the Nominating Committee through the petition process. Directors up for election are Kathy Pugh, Auburntown Exchange; James H. Dillard, Jr., Gordonsville Exchange; Kurt Bass, Temperance Hall Exchange; and David Parker, Woodland Exchange. Individuals interested in becoming a candidate for a director's position must meet the qualifications as defined in the bylaws and submit a petition by 5 p.m. on July 30, 2025. Petition forms are available by calling 615-464-2271.

For a copy of the full bylaws provisions relating to the annual meeting, the nomination of directors and the qualifications to be a director, please visit [DTCcom.net](http://DTCcom.net) or contact the office at 615-529-2955.

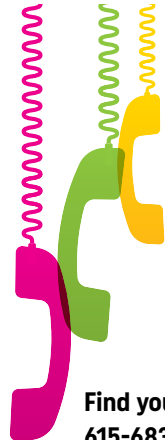
615-765-5334



DTC's offices will be closed Friday, July 4, to mark Independence Day. We wish everyone a fun and safe holiday.

## HAVE FUN AT THE FAIR

- Smith County Fair, June 30 through July 5
- Wilson County-Tennessee State Fair, Aug. 14-23



## FIND YOUR NUMBER!

615-286-7340

A prize may be waiting for you in this issue! We have randomly selected the telephone numbers of 10 lucky DTC members and hidden them through this publication.

**Find your number and call 615-683-1010 to claim your prize!**





# CATCH A WAVE

These water parks are built for thrill, not chill

Story by KATHY DENES

If summer has a signature scent aside from freshly mowed grass, it's the chlorine of swimming pools and water slides. Water parks are the ultimate hot-weather attractions, and some have been popping up lately that go far beyond splash pads and lazy rivers. These parks lure the adventurous with endless waves and whitewater for rafting, kayaking, canoeing and even surfing—no wild oceans or rivers required.

The first of these parks in the country, the U.S. National Whitewater Center in Charlotte, North Carolina, is home to a whitewater river that challenges even the most experienced wave riders. Touted as the world's largest artificial river, its recirculating treated water flows along dual concrete channels offering rapids

varying in intensity from Class II to Class IV.

The sprawling facility is geared to all sorts of outdoor recreation and is still evolving nearly 20 years after opening. Guided rafts and kayakers with whitewater experience ride the same rapids U.S. Olympic athletes use for training and team trials. The Wilderness and Competition channels provide varying intensity and length before ending in the tranquil pool where riders steer their boats onto a conveyor belt and ride back to the start for another go.

"The USNWC was the first whitewater channel specifically designed for family-level fun at an Olympic-standard facility," says course lead designer Scott Shipley, an engineer, kayak champion

and three-time Olympian who holds four world titles. "Until Charlotte, every whitewater channel in the world was an Olympic channel first that was later adapted for commercial rafting. We created a channel for family recreational rafting first and then added a competition channel. We focused on the church and school groups that will be using it as a way to help get them active."

## SURF CITY

At Riversport OKC in Oklahoma City, Olympic and Paralympic athletes train in rowing as well as canoe and kayak. In fact, it is slated to be the canoe slalom venue for the 2028 Los Angeles Olympics. Its whitewater center offers rowing, kayaking and surfing lessons,





**ABOVE:** Progressing from bodyboarding to kneeboarding takes very little time with FlowRider's perpetual waves.

**OPPOSITE PAGE:** Rafting can get pretty wild on Riverpark Rapids in downtown Oklahoma City.

along with tubing, paddleboarding, high-speed slides and even fun on dry land.

Riversport Rapids whitewater rafting and kayaking center is in Riversport Adventure Park, in the Boathouse District along the Oklahoma River. Whitewater kayaking and guided rafting start at the top of the artificial river, reached via a conveyor belt. From there, it's an easy slide into the river to start a memorable ride.

Those ready to Surf OKC can catch a wave, no previous skill needed. Starting with bodyboarding, the staff teaches all the basics to help visitors hang 10. Wipeouts are inevitable, but there are no sharks in the nonstop waters of the FlowRider surf machine. Found all over the world, these compact wavemakers keep endless, shallow water flowing atop a trampolinelike surface.

## TEST THE WATERS

Riversport OKC is open daily 10 a.m. to 5 p.m. in the summer and on weekends in the late spring and early fall. Day passes and memberships are available. Each Thursday through Aug. 7, Riversport offers NightWater Evening Rafting from 6-8 p.m. [riversportokc.org](http://riversportokc.org)

The Charlotte Whitewater Center will celebrate Independence Day by hosting a free two-day festival, July 3 and 4, with live music and more. Evening events those days include illuminated rafting



**High above Riversport,** a young visitor secured with a safety harness navigates one of the six levels of SandRidge Sky Trail.



**In the hills above Charlotte, North Carolina,** the U.S. National Whitewater Center caters to whitewater enthusiasts ranging from novice paddlers to Olympic athletes.

Photo courtesy of U.S. National Whitewater Center

and kayaking on the river's Competition Channel, but this requires purchase of an activity pass. See the center's website for schedules, pass information and events, plus details about any required gear and skill prerequisites. [whitewater.org](http://whitewater.org). 📱

## MAKING A SPLASH

**Montgomery, Alabama**—Whitewater paddlers of all skill levels can enjoy the thrills of rafting or kayaking at Montgomery Whitewater, complete with a 1,600-foot Competition Channel and 2,200-foot Creek Channel. To open its season, Montgomery Whitewater hosted the 2025 Pan American Canoe Slalom and Kayak Cross Championships. It was the site of the U.S. Canoe/Kayak Slalom Olympic team trials for the 2024 Paris games. For more, go to [montgomerywhitewater.com](http://montgomerywhitewater.com).

**Sevierville, Tennessee**—Before the 2020 opening of Soaky Mountain, surfer Ben Gravy tested its waters, posted his rides on YouTube and declared the park has the "best manmade novelty wave in America—one of the best on the planet." Soaky Mountain is open daily in July and August and on weekends in September.

Check out [soakymountainwaterpark.com](http://soakymountainwaterpark.com).

**Rock Hill, South Carolina**—Two custom lakes at SouthTown Wake Park await wakeboard riders 7 and older, and there isn't a boat in sight. Boarders hold ski ropes pulled by overhead cables. Beginners can sign up for lessons on the smaller lake, while the larger lake is equipped with jump ramps and other features that let advanced wakeboarders work on extreme moves. There's also Aqua Park for paddleboards, as well as an obstacle course on floating inflatables and onshore games.

Get all the details at [southtownwakepark.com](http://southtownwakepark.com).

# Old Meets New

## 144-year-old pharmacy stays modern

Story by MELANIE JONES

When customers call F.Z. Webb & Sons Pharmacy, they don't have to navigate an automated system. A person answers the call—usually on the first ring. It's just one of the personal touches that have kept the pharmacy going since 1881.

That's the same year as the gunfight at the O.K. Corral and the founding of the American Red Cross—it's a long time for a hometown pharmacy to thrive. Pharmacist Justin Hooper, a son-in-law in the Webb family, credits the business's longevity to how customers are treated. "You get to know your patients," he says. "It's more of a personal involvement than just putting pills in bottles."

Over the years, the Smithville pharmacy has evolved. Now, apps open the door to new ways to connect to customers, and old drugstore treats are making a comeback. The family ties are still strong.

The pharmacy has always been part of Justin's life. "I grew up here," he says. "I knew the pharmacy, but I didn't know the ins and outs of the business."

After Justin earned his Doctor of Pharmacy degree, members of the older generation were quick to show him the ropes. Now, he and his wife are fifth-generation owners. "Where it's passed down from generation to generation, the pharmacy becomes part of the community," he says.

And while he's sure all pharmacists work hard, the family business makes them try a little harder. "Any nurse in a hospital is going to try to do a good job," Justin says. "But if your name is on the hospital, you're going to give a little more care."

### HIGH-TECH CONNECTIONS

Just because the pharmacy has been around for more than 140 years doesn't mean it's stuck in the past. Patients can use the store's new app to order refills.

"If it's 9 o'clock at night and they realize they're out of their blood pressure medicine, they can use the app to place their order instead of waiting for morning when the pharmacy opens," Justin says.

While a lot of people like and use the app, "It's sort of a generational thing," he says. "We're happy to still take calls."

Another modern approach includes "compliance packs," where bubble packs arrange pills by dates and times. That works well for patients who take several medications daily.



615-215-3872





ABOVE: F. Z. Webb & Sons opened a new soda fountain in 2018, 20 years after closing the original.

LEFT: Wendy Wagner makes a shake.

The industry has changed greatly since the pharmacy was founded—for one thing, insurance and regulations create plenty of paperwork—but some things are better. “Technology makes it easier than it was in 1881,” Justin says. With internet from DTC, F.Z. Webb & Sons can receive emailed prescriptions from providers, keep digital records and file insurance claims.

When the pharmacy changed locations in 2018, Justin’s father-in-law—the fourth-generation owner, wanted to bring back the soda fountain that closed 20 years earlier. The result is a popular lunch spot where customers can grab soups, flat-breads, sandwiches and salads. They can finish it off with a banana split, float or a slice of apple pie with a scoop on the side. People who worked at the fountain when they were teens now come in to eat there. “It’s kind of come full circle for some people,” Justin says. 🗨️



ABOVE: The soda fountain serves much more than burgers and fries, like wraps and salads.

TOP: F.Z Webb & Sons has been in the pharmacy business since 1881.

### F.Z. WEBB & SONS

608 S. Congress Blvd., Smithville

615-597-4185

[webbspharmacy.com](http://webbspharmacy.com)

Find the business on Facebook at Webb’s Pharmacy, Gifts & Soda Fountain.

615-464-4644

Photos by Matt Ledger

# THE KIDS ARE

## How teenagers navigate digital communication

Story by DREW WOOLEY

**B**orn into the world of smartphones and social media, today's teenagers spend more time communicating online than any of their predecessors. While that familiarity with the online world builds skills with digital platforms, it also affects how they experience adolescence.

"We see that a lot of their development is shaped through their interactions with technology," says Kaitlyn Burnell, director of research for the University of North Carolina at Chapel Hill's Winston Center for Technology and the Developing Mind. "It's not just reflecting those aspects of development but also fundamentally changing how they're going through those experiences."

Experts say the key to making sure those changes are positive is understanding how teens are communicating online and giving them the knowledge to shape their own experiences.

### SOCIAL MEDIA

Social media is often the most public form of online communication for young people and an easy way to communicate on a large scale. While social status and approval from peers has always been important for adolescents, Burnell says that influence is amplified by social media's ability to track those reactions in real time.

"Adolescents place a lot of importance on the number of likes and the quality of the comments they're getting," she says. "There's no real counterpart of that in the past. The best thing I can come up with is maybe the number of yearbook signatures or something old school like that. But it's very, very different."

That isn't always a bad thing. While image-heavy platforms like Instagram can lead some to struggle with body image, recent studies show a well-curated social media feed can inspire young people more than discourage them. Many teens understand how their feeds work.

"To adolescents' credit, they're pretty sophisticated in tailoring their algorithms," says Michaeline Jensen, University of North Carolina at Greensboro associate professor. "If they're not liking what they're getting, they game it—unfollow some stuff or press the thumbs down to try and steer toward different content. They're pretty sophisticated with trying to make their online spaces a place that's affirming and positive for them."

### DIRECT MESSAGING

Direct messaging is reserved for more personal interactions. Private messages are the go-to way to express love, get emotional support or just check in with a parent.

"It's how they talk to people who really matter to them," Jensen says. "Things like day-to-day logistical stuff can make parenting easier, so you can check in and get work done. But it does seem like when teens have those more emotionally supportive conversations over text, those seem to be perceived positively by the kids."

Written chats proved to be more popular than video chats even during periods of separation like the coronavirus pandemic. While video calls can be an authentic way to communicate with faraway family, the interface can prove distracting when talking to other teens.

"Hypothetically, video communication should be more enriching because it's as close to a face-to-face conversation as you can get," Burnell says. "However, the problem that we've identified is that





# online

the default for most software is that you see yourself and that isn't always great. If you're occupied with how you look, then that's going to impede those social benefits."

## SOCIAL GAMING

Teens often spend social time gaming online, whether with local friends or players across the world. While there are concerns about this hurting offline relationships, Sophie Janicke-Bowles, an associate professor at California's Chapman University, found the opposite can be true.

"When it comes to kids hanging out with friends, social gaming is taking that over," she says. "And it can actually increase both the online and offline connection when hanging out with friends. So, it can be a contributor to more social interaction rather than less."

Gaming spaces can still expose players to coarse language or bullying. An awareness of how those platforms are used and who they are exposing adolescents to is crucial for creating a positive experience.

## RURAL CONNECTIONS

Building digital literacy can be challenging in rural areas, where the digital divide is closing but schools may not have resources to teach how to make the most of digital communication.

"It makes sense that if families are more spread out from each other you can't just go next door and hang out with your friend," Jensen says. "There might be greater reliance on digital technologies in order to facilitate those social connections, and we don't yet know how kids will adjust to that."

But the upside for rural kids can also be much greater. Digital communication can help them stay in touch with local friends who do not live miles away or even find communities around their personal interests that do not exist nearby. The key is staying aware of how they use those tools, even as they are rapidly changing.

"We know that for everyone, these forms of digital communication are just embedded within our daily lives," Burnell says. "Everyone relies on digital forms of communication for social support. So, it's important to remember it's not just good or bad. It depends on the content, it depends on the person, and it depends on what they're doing." 📱



Adobe Stock (altered) AI-generated illustrations by LucyJ



# Savvy Siblings

Clark and Shara Adcock combine their talents to run a family business

Story by MELANIE JONES

Growing up on their family farm, Clark and Shara Adcock were like any other siblings—they fought and argued between themselves but also loved and defended each other to the world. Now the brother-sister duo is all grown up and partners in two businesses, The Realty Firm and C&S Farms, both in Smithville.

“A lot of people have commented that they couldn’t work with their sibling,” Clark says. “Growing up, we always had our feuds bickering back and forth, but we have a really good relationship being able to run the business together. I know what my strong suits are and know what hers are, so we make a good team.”

Shara agrees. “Growing up, we were the classic brother-sister duo. We fought a lot and had our spats, but we get along very well now,” she says. “We work together on the farm. We also both sell real estate, so we’re together a lot. But we’re family and friends, too, so it works out good.”

## CARRYING ON THE FAMILY TRADITION

C&S Farms keeps Shara and Clark linked to their agricultural roots. Their parents own a 100-acre cattle farm that



Photos by Matt Ledger

Clark and Shara Adcock say they get along better as adults and business partners than they did as young siblings.

has been in the family for more than a century. Clark says they still buy and sell a load or two of cattle a year, as well as some cows and calves.

Clark and Shara both earned agribusiness degrees from the University of Tennessee at Martin with minors in marketing, and they wanted to find their niche in the field. C&S Farms fulfills that dream with 30 acres where they raise 50 to 60 head of cattle at a time, plus a storefront where they sell USDA-certified beef, pork and mutton.

The siblings raise most, if not all, of their own beef, depending on demand. It is grass-raised and grain-finished, which Clark explains means the cows have full range of the pasture to eat grass and hay until their last 90 days, when they are fed a special grain mix. That ensures proper marbling and makes for more tender beef. Some people prefer grass-fed, thinking it’s healthier, Clark says, but there’s no difference in nutrients. While beef from cattle fed only grass may be leaner, it can also be tough.

615-709-2635





Clark and Shara Adcock raise more than 50 head of beef cattle at C&S Farms in Smithville.

Shara and Clark also finish most of the lamb that comes through the farm, meaning they're raised elsewhere, and the duo take over feeding the lambs until they are ready to be processed. The hogs for pork come from different farms. They work only with trusted farmers for the animals they don't raise themselves to be sure they are fed a diet that meets their standards in a healthy environment.

### SOMETHING FOR EVERY TASTE

While C&S Farms' bestsellers are its rib-eye steaks and cured bacon, it offers a wide range of products. When it comes to beef, customers can find everything from ground beef and filets to oxtails, organs and fat. Some people use the bones for bone marrow broths while others just like them for dog treats.

"Beef liver has gotten very popular," Clark says. "People supplement that in their diet, grind it up into their hamburger meat. It's a big health benefit for a lot of people." Like bones, liver is also a popular treat for dogs. The beef fat comes in the form of suet, which is the kidney fat, which people render for beef tallow that has also become very popular lately.

In addition to the bestselling bacon, pork products include hot or mild sausage patties, jalapeno patties, tenderloin,

chops, whole ham, ribs, butts and more. Like with beef, shoppers can also get pork organs and fat.

Lamb chops and racks of lamb are good sellers, and C&S Farms offers ground lamb and other cuts. While lamb isn't the most popular meat in Tennessee, Clark says they sell about 30-40 pounds a month.

Bulk sales are also available, with 20 pounds of 85/15 ground beef selling for market value. Customers can also buy

### C&S FARMS

612 S. Congress Blvd., Smithville

615-464-7673 or 615-464-7386

csfarms20.com

C&S Farms is on Facebook.

a half or whole cow or half a pig based on their weight on the hoof according to market prices.

It's not just the quality of the meat that keeps customers coming back, Shara says. It's also the great service, and for that, she credits Cali Agee and Laurel Bogle. "We have awesome employees," she says. "Obviously, we couldn't have the storefront running as smoothly as it does without them. They keep us straight in the store, and we get lots of compliments from customers on how helpful they are, and that means a lot. That goes a long way." Internet service from DTC also keeps the store running smoothly. It helps them keep in contact with customers and lets them offer online shopping

C&S Farms tries to keep prices comparable to those in grocery stores, but the siblings say the quality of their product is worth a little extra. "Honestly, anyone who tries our meat always comes back," Clark says. "Once we get them in here the first time, they're usually hooked." 🐾



Clark checks on one of the farm's horses.



# Burger Bliss

Create a meal perfect for summer

Few things in life are better than a big juicy burger in the middle of summer. Mouths water at the thought. And it takes just a few ingredients to reach perfection.

There's more to making the perfect burger than hand-patting the beef, though that's an excellent start. But before you do that, add a little salt and pepper, a dash of Worcestershire sauce, an envelope of onion soup mix and mayonnaise. Yes, mayo. Ignite the fire, add your burgers to the grill and get ready for a taste explosion.

And since it's summer, add a watermelon salad and finish the meal with a big scoop of easy-to-make peach ice cream—no churning required—and you have a meal fit for a summertime feast.



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Photography by **Mark Gilliland**  
Food Styling by **Rhonda Gilliland**

## MAYO BURGERS

- 1/2 cup mayonnaise
- 1/2 cup plain bread crumbs
- 1 envelope onion soup mix
- 2 pounds ground beef
- 8 hamburger buns

Combine mayonnaise, bread crumbs and soup mix in bowl.

Mix mayonnaise mixture into ground beef. Shape into 8 patties. When forming

hamburger patties, make a shallow indentation or dimple in the middle of each patty. This divot will keep the center from bulging up as it cooks so that the patty will stay flat and even. Even cooking and heat distribution will keep each patty juicy and consistent. Grill or broil until done. Serve burgers on buns with desired condiments.





## WATERMELON SALAD WITH BALSAMIC REDUCTION

- 2/3 cup balsamic vinegar
- 1 tablespoon sugar
- 1 7- to 8-pound watermelon
- 2 tablespoons fresh lime juice
- 2 tablespoons olive oil
- 1/4 cup fresh mint leaves, chopped
- 2/3 cup crumbled feta cheese

In a small saucepan set over medium-high heat, combine the balsamic vinegar and sugar. Bring the mixture to a boil and continue cooking, stirring and scraping down the sides as needed, until it has reduced and is the consistency of syrup,

about 5 minutes. It will thicken as it cools and only yield a few tablespoons. Set it aside to cool while you prepare the salad.

Cut the watermelon into cubes or use a melon baller to scoop it into balls. Put the melon pieces in a large bowl.

In a small bowl, whisk together the lime juice and olive oil with a pinch of salt and pepper. Pour the dressing over the watermelon, add the chopped mint and feta cheese, and toss to combine. Drizzle the salad with the balsamic syrup and serve immediately.

## SUMMER PEACH NO-CHURN ICE CREAM

- 1 pound fresh peaches, peeled, pitted and sliced
- 1 14-ounce can sweetened condensed milk
- 1 8-ounce block of cream cheese
- 2 cups heavy whipping cream
- 2 teaspoons vanilla extract

Using a food processor, pulse the

peaches until they are pea-size chunks. Alternatively, dice the peaches by hand and, in a large bowl, lightly mash them to release juices. Cover with a towel and set aside.

In a large mixing bowl or a stand mixer, mix the sweetened condensed milk, cream cheese, heavy whipping cream and vanilla on a medium-high speed until stiff

peaks form. Gently fold in the peaches until just combined.

Pour the mixture into a freezer-safe container. Cover with plastic wrap, allowing wrap to lie directly on top of the ice cream mixture. This will keep the ice cream from forming crystals on the top. Freeze at least 4 hours for soft-serve ice cream or 6 hours to overnight for firmer ice cream, then scoop away! 🍦





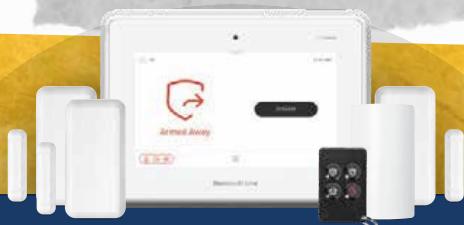
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