

Subject: Indiana farmer is making a mint, in a manner of speaking

Story Summary: Many farmers are adding specialty crops and other products to their operations to help them deal with the price swings of conventional farm products. Mint is one specialty crop that has helped Indiana farmer Brad Lawrence stay in business.

TRT: 1:35

Suggested Lead: It's hard to make a mint farming today, but you can grow mint on the farm, and for one Indiana farmer this specialty crop has been a big help in adding some green to his bank book.

Suggested Supers: Knox, Indiana
@ :10

Brad Lawrence
Indiana Farmer
@ :52

Cary Blake
Reporting
@ 1:27

Indiana Farmer Making a Mint
Cary Blake Reporting
March 18, 2002

MS farmer smelling fresh mint plants	VO/ BRAD LAWRENCE IS A FARMER MAKING A MINT THESE DAYS.
CU farmer smelling mint	SOT/ IF YOU LIKE THE SMELL OF MINT, IT'S KIND OF UPLIFTING. IT'S A REFRESHING SMELL.
WS truck driving in mint field MS tires moving in mint MS farmer in cab Reversal of truck	VO/ IT'S THIS SWEET SMELLING RIDE THROUGH THE PEPPERMINT FIELDS OF KNOX, INDIANA THAT CAUSES BRAD'S SNIFFER TO WORK OVERTIME.
Farmer in cab	SOT/ STRONG SMELLING MINT TODAY.
CU of harvested mint WS of equipment harvesting of mint	IT'S A SMELL THAT'S BROUGHT HOPE TO THE FINANCIAL CONDITION OF HIS 4,500 ACRE CORN, SOYBEAN, AND WHEAT FARM.
MS of same Mint flowing into trailer	SOT/ MINT GIVES US ANOTHER CROP THAT WE'RE NOT PUTTING ALL OF OUR EGGS IN ONE BASKET.
WS corn harvesting Reversal of corn being "cut" Corn flowing from auger into trailer WS farmer in mint field Kicking mint roots Smelling mint plants	DUE TO FLAT GRAIN PRICES IN RECENT YEARS, BRAD FACED EXPANDING THE SIZE OF HIS TRADITIONAL CROP FARM, NOT CHANGING HIS FARM AT ALL AND POSSIBLY GO OUT OF BUSINESS, OR ADD A NEW CROP. BRAD CHOSE THE LATTER, DIVERSIFYING BY GROWING 700 ACRES OF PEPPERMINT.
Brad Lawrence Indiana Mint Producer M/s mint field C/u mint Tractor Hooking up hose C/u pressure valve	SOT/ WELL WE STARTED OUT AS BEING VERY PROFITABLE, AND PROBABLY FOR THE LAST THREE, FOUR YEARS, AS MOST OF THE AG ECONOMY, THE MINT INDUSTRY HAS BEEN IN KIND OF A SLUMP, BUT IT HAS MADE OUR FARM, I WOULD SAY, MORE ABLE TO

	STAND THE CHALLENGES OF FARMING IN THE 2000S.
WS huge machines MS mint drums CU drum	AND ON THIS DAY OF HARVEST, "PAYDAY" FOR THE LAWRENCE FAMILY, HOPE COMES IN A LIQUID INSIDE 55-GALLON DRUMS.
Lawrence sot Liquid going into drum Scale	SOT/ RIGHT NOW THE MARKET HAS RISEN A LITTLE BIT. IT'S UP TO ABOUT TEN DOLLARS A POUND SO YOU GOT A DRUM, FOUR HUNDRED POUNDS IS FOUR THOUSAND DOLLARS.
Cary Blake Reporting Long shot of harvest W/s of harvest Wagons	AFTER EXPENSES, IT'S A PRODUCT THAT'S HELPING KEEP THE LAWRENCE FAMILY IN FARMING. IN KNOX, INDIANA, I'M CARY BLAKE.

