

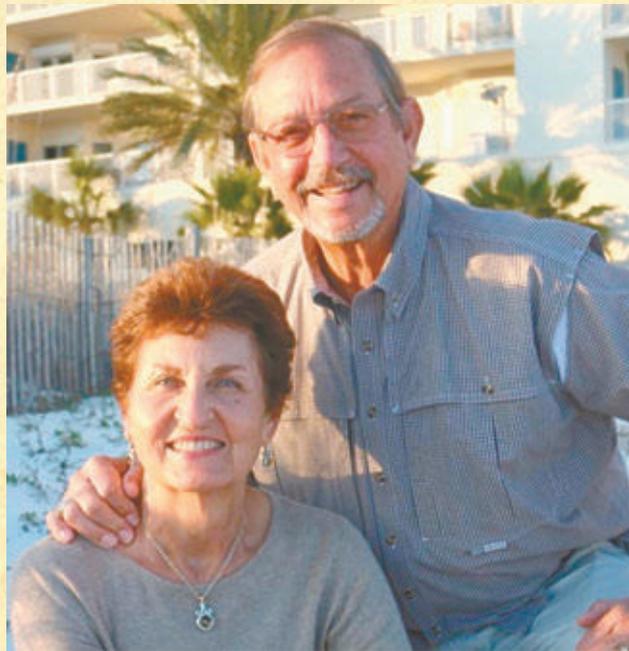
# Kenneth Moore and Parks Wells named Tennessee Soybean Festival Parade Grand Marshals



A funny thing happened on the way to the Tennessee Soybean Festival ... the chosen dates are smack dab in the middle of the soybean farmers' busiest days. When Dr. Jerry Gresham, the first director of the festival, checked for the least chance of a rain-soaked event, the first week of September seemed like the best bet. But the attempt to draw a crowd meant the actual soybean growers might not always be able to attend.

So, it's a gamble to ask soybean farmers to serve as Grand Marshals for the 25th Anniversary festival parade. But, it's a gamble organizers deemed worth taking.

"We wanted to literally go back to the roots of the festival and pay homage to the Tennessee soybean farmers whose leadership embraced the initial idea and who have supported us through information-sharing and resources from the beginning," said David Belote,



festival executive director.

As a result, Parks Wells, executive director of the Tennessee Soybean Promotion Council, and Kenneth Moore, the Council's former chairman, will be in the Grand Marshals' vehicle

when the Tennessee Soybean Festival parades down Lindell Street.

Parks was only a couple of years into his leadership role with Moore as chair when festival organizers approached them about the

soybean being the feature of the now annual gathering.

Moore says saying yes and the provision of the first \$2500 to support the festival was a "no-brainer" for the council.

"We were excited to showcase the soybean. And there is no doubt that that initial investment has snowballed. The festival has not only helped the Soybean association but it's a good asset for Martin and for Weakley County," said Moore who has been farming since 1971 and who now includes 3,500 acres of soybeans and corn in the enterprise he runs with wife Janice and son Ben.

As to the timing, Moore acknowledges that while the festival comes at a busy time for farmers, if the event catered to their calendar and mostly farmers came, "we'd be preaching to the choir."

"By having it this time of year we get to reach school

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