

# Whiskey

*Continued from Page 18*

“We were looking for the option to give purse money back to the cowboys,” he said. “Our livelihood is based on the cowboys’ success, so they can keep coming back to our event.”

Chute Eight Whiskey has been in existence since 2015, when rodeo board members approached the Portland company Indio Spirits.

“Farm-City came to us with a label design,” said Indio CEO John Ufford. “I made up some samples of different whiskeys we could do.”

Ufford said the company is trying to market the drink to as many rodeos as possible, but will also be selling it internationally, come August.

“We’ll start selling in New Zealand and Australia in August, and Japan by the end of the year,” he said. “And obviously we sell in Hermiston.”

Though the purpose of the whiskey was to bring revenue back to competitors, Ufford said that likely won’t happen for this year’s event.

“The money will start coming back in for next year’s prizes,” he said. “We have a lot of up-front marketing, and we have to hit a minimum. We’ll hit that minimum this year, it’s based on cases sold.”

Barnett said they were not yet satisfied with their revenue from the product, but hoped they would hit their goal in the next year.

“We’d like to be giving multiple thousands back to the cowboys,” he said. “Our goal is to increase the purse over a period of time, substantially. Right now, it’s \$13,000 per event. We would like to double that.”

He added that they had some marketing goals to reach first.

“Once we reach that, our goal is to put every dime back in,” he said.

The company also shot a promotional video featuring Farm-City founders and former rodeo riders Butch Knowles and David Bothum, set on Knowles’ ranch.

The short video shows the two men riding horses, separately, and meeting at a fence — where they reach across and shake hands.

The two men on horseback, shaking hands, is featured on the whiskey’s label and, according to Knowles, the way they’ve always conducted business.

“In the old West, many deals were settled with a handshake,” he said. “It is the Code of the West.”

Barnett agreed. “Hopefully that handshake means something in today’s world,” he said.



Contributed photo by John Heitkemper of Media Cabin

**Butch Knowles and David Bothum shake hands for a video commercial shoot on Knowles ranch to promote Chute Eight American Whiskey. The two men, who founded the Farm-City Pro Rodeo in Hermiston, are featured shaking hands on the label of Chute Eight whiskey and vodka by Indio Spirits.**

In addition to the American whiskey, the company has also created a Chute Eight Vodka.



**Threemile Canyon Farms, LLC**

**75906 Threemile Rd, Boardman OR 97818 • [www.threemilecanyonfarms.com](http://www.threemilecanyonfarms.com)**



- 🌿 Castle Rock Farming
- 🌿 Columbia River Dairy
- 🌿 Six Mile Land & Cattle
- 🌿 Cold Springs Dairy

Building a sustainable farm means more than treating the land and animals gently, it also means creating a workplace for employees that is safe, healthy and rewarding.

Our commitment to socially responsible practices guides us daily in how we manage our farm's most valuable resource - our employees. Our farm and dairy operations provide over 300 full-time jobs with health benefits and 150 seasonal jobs annually. We emphasize promotion from within, providing training and opportunities for workers to move up in our organization. By providing stable jobs, Threemile Canyon Farms allows workers to put down roots, building strong and sustainable rural communities.

**"Growing with Umatilla and Morrow Counties together building a stronger community"**

**Ware's**  
AUTO BODY, INC.  
Hermiston, OR (541) 567-8806

**NE OREGON'S COLLISION REPAIR SPECIALIST SINCE 1974**

- AUTO COLLISION REPAIR
- CUSTOM SPRAYED-ON TRUCK BED LINERS
- 24-HOUR TOWING

**Custom LININGS**  
Sprayed on Bed Liners

**885 N. 1ST PL. • HERMISTON • [WARESAUTOBODY.COM](http://WARESAUTOBODY.COM)**