

nod at first Farm-City

Even 27 years after the rodeo began, many of its contracts are still not written in ink, board member Dennis Barnett said.

“We still believe, if you shake my hand, whatever we agreed on is a done deal,” he said. “It’s been a reflection of what we believe and what we practice.”

While relying on the integrity of a handshake from the stock contractors, Farm-City has won two Remuda Awards for having the best rodeo animals in the nation, according to the Professional Rodeo Cowboys Association members who voted. As a way to increase the prize money for those cowboys, Barnett said the board wanted to collect the royalties from its own brand of liquor.

A committee worked on the brand concept for a couple years. The final result highlighted the handshake mentality on which the rodeo was built.

“That really came to epitomize the cowboy and Western spirit,” Barnett said. “What we do is what is right, not what’s

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STAFF PHOTO BY SEAN HART

Shelby Coggins pours a shot of the new Chute Eight whiskey Thursday at Nookie’s Restaurant in Hermiston. Farm-City Pro Rodeo contracted with Portland-based Indio Spirits to create the new whiskey and vodka that launched earlier this year.



FARM-CITY PRO RODEO

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