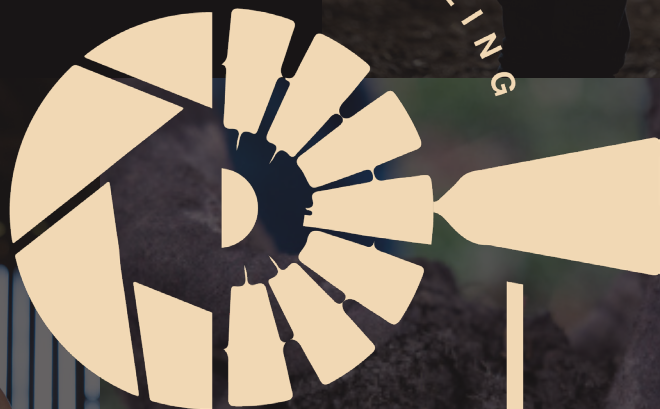


HEARTLAND STORYTELLING



Midwestern LENS

WORDS + PHOTOS

Hi, I'm Betty Haynes

As a sixth-generation family farmer, I understand rural audiences.



My husband and I raise corn, soybeans, wheat, cattle, hay, and chickens on our central Illinois farm.

In 2024, pregnant with our second child, I decided to pursue a freelance career. **Midwestern Lens** was born and has been my passion ever since.

My experience includes roles at Farm Progress and the Illinois Beef Association, with degrees from

the University of Missouri and the University of Illinois - Springfield.

What is *Midwestern Lens*?

I specialize in heartland storytelling through words and photos.

Hire me for:

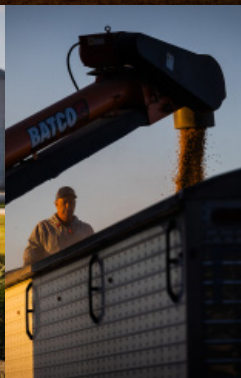
- Client branding photo shoots
- Stock photography
- Feature and column writing

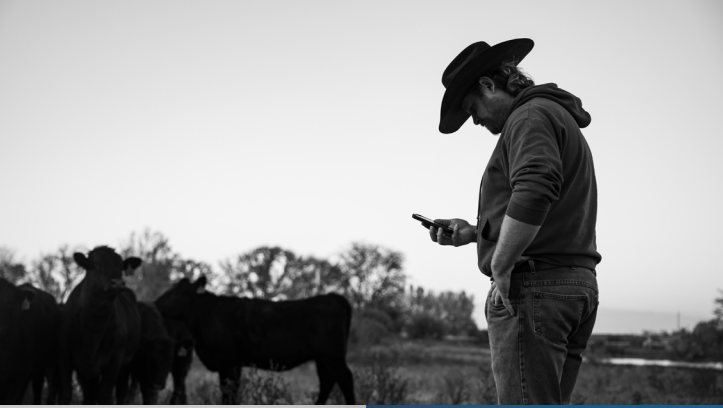


Project Example: Family Farm Harvest



For Wendte Farms of Altamont, Ill., harvest takes a village — and four generations working together side by side.





Project Example: Preserving the farm

In the era of depressed grain markets and outrageous input prices, cattle have been a life raft for many family farms and ranches.



Project Example: Regenerative Revolution

Learn how one Illinois farmer is ditching the conventional agriculture model to prioritize his land, his family and his sanity.



Project Example: Seven Generations

Clark Farms prioritizes cover crops,
minimum tillage and irrigation, plus estate
planning, to continue farm's legacy.





Project Example: Veterinary Shortage

As Illinois livestock numbers decline and with them, large-animal veterinarians, downstate producers are left to pick up the pieces to tend to their herds.



Project Example: Farm Safety

Cody Conrady was electrocuted in a farm accident that changed his life. Four years later, he has a message for farmers who are pressed for time — just like he was.



Work featured in:



PrairieFarmer®



Awards & Recognition:

2025 ACN Master Photographer
2025 ACN 1st place advertorial photo
2025 ACN 1st place nuts & bolts crops photo
2025 LPC 1st place portrait photo
2025 LPC 1st place nuts & bolts photo
2025 LPC 1st place picture story
2025 LPC 1st place editorial
2024 ACN Writer of Merit
2024 LPC 1st place news story
2024 ACN 1st place team story
2024 ACN 1st place picture story
2024 ACN 1st place feature photo
2024 ACN 1st place advertorial photo
2023 ACN Master Writer
2023 Andy Markwart Horizon Award
2023 IFAJ Alltech Young Leader
2023 ACN 1st place issues story
2023 ACN 1st place pictorial photo
2022 ACN Emerging Photographer



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