Johnny and Joy Mounger are farmers. Johnny, his brother, Russell, and their families own a 5,000-acre farm that has been in the family since the mid-1800s. It began as a cotton plantation and once operated three cotton gins. Today, three gins operate on the farm. In 1980, the family shifted to other areas: soybeans, pecans, and, most recently, crawfish.

Joy Mounger sits on the soybean combine she drives at harvest time. The Moungers reside on a pickup—keep in the fields of their farm.

Johnny pauses on his rounds at the pond.

Joy and Bunny Jumonville work to create a crawfish egg roll recipe. The Moungers exhibit their claim to fame, stacked high in their closets.

Crawfish. After getting the design trademarked and copyrighted and creating sales licenses, they persuaded friends in the Lettsworth area to sell the shirts in their shops. On their frequent trips into Baton Rouge, other shops were added to their list of customers.

They had more than just crawfish. One day, a Texan made them an offer. He wanted to buy the logo from them, so they had a fad on their hands; people wanted the shirt they had on, "Where did you get that shirt?" Joy thought that was rather strange, but that's cookbook and T-shirts. Fish pond and try to drum up more bizarre. Do at that point, they talked to the buyer for D.H. Holmes.

"We're not market people. We're farmers," Joy explains.

Johnny and Joy met with a man who expressed an interest in buying the logo. "He was a slick talker, slick talking man. And we're country folk. I was right through that. That's about as fake as anybody can possibly be. 'No, you can't get anything of mine.' Joy told him.

"I'll buy coffee mugs, all different kinds, and I wanted this logo on a coffee mug," Joy says. "They failed to see a man who printed on mugs, but the guy wanted to buy the logo from us, so..."
"We birthed it—we'd like to raise it out's market," Johnny says. "I've sold a few select quantities of crawfish in a few select corners. Joy wants it in a few select quantities of the shirt. We promote "The stigma of it lies on me."

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One cotton gin remains in operation on the M6Wiqf farm. "Til the shirt, we promote "The stigma of it lies on me."

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As with the other project, a cookbook is scheduled to be published in April. "That's the hope," Johnny says. "We've got another project to work on that we're excited about." The Mounger brothers, Johnny and Junior, and their families raise hay on 900 acres, grow cotton on 100 acres, and raise 1,000 head of pecan and beef cattle on 120 acres of grazing land. "It's a good setup," Johnny says. "It's a good setup for the family."

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Johnny and Junior are both farmers, and they've been farming for as long as they can remember. "That's not Louisiana," Johnny says. "We've just passed on projects of what we've got here, and I'd like to promote Louisiana and get the flavor of it across the state.

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Til the shirt, we promote "The stigma of it lies on me."

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They spend months creating recipes from restaurants and friends, and they've created new recipes, such as crawfish egg roll, potato and broccoli. "That's a snack for everyone," Junior explains. "Cooking is one of the ways to connect with people who have done it before you." They hope to make money from their recipes and pass down their love of cooking to the next generation.

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The Louisiana crawfish industry, which Johnny and Junior are a part of, is thriving. "We want to compete with the state and the nation, convincing customers on all aspects of crawfish from the pond to the plate.

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The shirt is a part of the Mounger brothers' vision to promote Louisiana's crawfish industry and culture. "We want to make sure that people know who we are and what we do," Johnny says. "We want to make sure that people know the story behind the shirt and the crawfish.

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