



Letter No. 3655  
Friday, March 2, 2012  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3655

Friday, March 2, 2012

**(March 2)**

### **AGRICULTURE SECRETARY TOM VILSACK ANNOUNCES A NEW CONSERVATION RESERVE PROGRAM INITIATIVE TO RESTORE GRASSLANDS, WETLANDS AND WILDLIFE**

Agriculture Secretary Tom Vilsack announced the opportunity for producers to enroll a total of one-million acres of land in a new Conservation Reserve Program (CRP) initiative to preserve grasslands and wetlands. Vilsack highlighted the announcement during the White House *Growing America's Outdoor Heritage and Economy* conference, which emphasizes the link between conservation and strong local economies through tourism, outdoor recreation, and healthy lands, waters and wildlife.

USDA's CRP has a 25-year legacy of successfully protecting the nation's natural resources through voluntary participation, while providing significant economic and environmental benefits to rural communities across the United States. Under the Obama Administration, USDA has enrolled more than 8 million acres in CRP. The goal of the new CRP grasslands and wetlands initiative is to increase enrollment of environmentally sensitive land through targeted signups. USDA's Farm Service Agency (FSA), which administers CRP, will set aside acres within the 32-million acre program for specific enrollments that benefit duck nesting habitat, upland birds, wetlands, pollinators and wildlife.

"By focusing one-million acres of CRP on grasslands and wetlands, this initiative will have enormous benefits for farmers, sportsmen, and all Americans," said Vilsack. "CRP is one of our nation's most valuable and vital conservation efforts, ensuring cleaner air and water, preventing soil erosion, and enhancing economic opportunity in rural America by supporting recreation and tourism. With high crop prices, this approach to target our most sensitive lands is essential if we want to maintain the substantial benefits of CRP while ensuring that productive farm lands continue to produce the food and fiber Americans and the world needs."

Rather than wait for a general sign-up (the process under which most CRP acres are enrolled), producers whose land meet eligibility criteria can enroll directly in this "continuous" category at any time. Some of the changes brought on by the expansion will take place immediately and some will be initiated in the coming months. Currently, about 30-million acres are enrolled in CRP. Contracts on an estimated 6.5-million acres will expire on September 30, 2012.

Contact: USDA Office of Communications (202) 720-4623  
For More Story Info: [USDA Newsroom](#)

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## USDA FOREST SERVICE MAKES A MILLION DOLLAR COMMITMENT TO GET CHILDREN OUTDOORS

The Forest Service conservation education grants will benefit children's projects across 18 states. The grants align with President Obama's America's Great Outdoors and First Lady Michelle Obama's *Let's Move!* Initiatives. America's Great Outdoors seeks to engage the public to work together to conserve and restore our lands and to connect to the outdoors. *Let's Move!* focuses on solving the problem of childhood obesity, a segment of which aims to improve physical and mental health through outdoor activities.

"These programs provide an essential connection to our great outdoors, which we hope can be a key part of growing up for children from all walks of life," said Agriculture Secretary Tom Vilsack. "We need kids to experience the wonders of the great outdoors and take ownership of the future of natural resources. Today's children are tomorrow's stewards of the land."

The funding will be distributed to the agency's *More Kids in the Woods* and *Children's Forests* programs. Augmented by partnership money or in-kind donations, the funding will benefit existing programs or act as seed money for new ones that help kids explore their role in natural resources. Twenty-three of the grants will go toward *More Kids in the Woods* projects and eight will go toward the development or expansion of *Children's Forests*.

Contact: Forest Service Press Office (202) 205-1134  
For More Story Info: [USDA Newsroom](#)

**(March 1)**

## USDA MYPLATE PARTNERS ANNOUNCE "WHAT'S ON MY PLATE?" DAY

Agriculture Secretary Tom Vilsack announced that nearly 6,000 USDA partners are teaming to deem March 8, 2012 as "What's on My Plate?" day to heighten public awareness of the importance of choosing nutritious foods for a healthy meal. The effort is supported by almost 6,000 of USDA's MyPlate Community and National Strategic Partners all of which are committed to promoting a diet that reflects the latest recommendations in the 2010 *Dietary Guidelines for Americans* and highlights the message behind the new MyPlate food icon.

"USDA is committed to helping Americans make healthier food choices and our MyPlate symbol is a simple reminder to think before we eat," said Vilsack. "Our public and private sector national partners represent an important cross-section of industry, advocates and academia pulling toward a common goal of improving the health our country through diet and in many cases reversing childhood obesity."

The goal of "What's on My Plate?" day is to create a nationwide buzz about food choices on March 8 as part of national Nutrition Month activities. By leveraging the strengths of social networks such as blogs, Twitter, LinkedIn, and Facebook, to promote MyPlate and its related messages and resources like the new SuperTracker and the [ChooseMyPlate.gov](#) website, these resources empower consumers with the how-tos to build healthier plates. A key goal is to encourage Partners and their constituents to take action on the quarterly message, "Enjoy your food, but eat less," and tell their stories, and share photographs of personal successes. The public can post pictures of their plates on Twitter using the #MyPlate hashtag or on Flickr. "Partners along with the general public can use the hashtag #MyPlateYourPlate to tie into this social media event."

Contact: USDA Office of Communications (202) 720-4623  
For More Story Info: [USDA Newsroom](#)

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### **AG SEC VILSACK TALKS ABOUT IMPORTANCE OF FARMERS ON RURAL TV SHOW**

The Agriculture Secretary says farmers don't get the appreciation they deserve. Agriculture Secretary Tom Vilsack is pressing farm commodity groups to work together to get a farm bill passed this year. Vilsack on Rural TV Thursday in Nashville says he will press for more research money for agriculture. The Secretary of Agriculture cuts the ribbon for a new channel devoted to agriculture and rural America, holding a live town hall meeting to discuss "Rural America Built to Last". Pat Gottsch of RuralTV talks about the programming that will air on the new network channel and the connection to the various ag and rural communities. Gottsch says he delighted to be able to work with the many USDA agencies in getting the agricultural and rural message out.

For Radio Story: [Vilsack Talks About Importance Of Farmers On Rural TV Show](#)  
[Vilsack Pressing For Farm Bill This Year, Not Next](#)  
[ACTUALITY: Vilsack Will Press for More Ag Research Money](#)  
[A Rural TV Channel Features Ag Sec for Its First Live Event](#)  
[ACTUALITY: New Venue to View Agriculture and Rural News and Events](#)  
[ACTUALITY: Getting Ag and Rural Info from the Head Source](#)

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### **IT AIN'T OVER: ROUND TWO OF SEVERE STORMS ARE EXPECTED IN THE HEARTLAND BY THE WEEKEND**

A weather system similar to the event that caused dozens of tornadoes is expected to hit late Friday, traveling a slightly broader path. An earlier than usual start to the tornado season has comparisons being drawn to last year's record setting season.

For Radio Story: [Round Two of Severe Storms in Heartland by the Weekend](#)  
[Is 2012 Shaping To Mirror 2011 Tornado Season?](#)

**(February 29)**

### **USDA UNVEILS THE KNOW YOUR FARMER, KNOW YOUR FOOD COMPASS**

A new web resource in the works for three years which maps USDA support for local and regional food projects and highlights business opportunities for farmers, ranchers and growers is unveiled. The [Know Your Farmer, Know Your Food \(KYF\) Compass](#) is an interactive web-based document and map highlighting USDA support for local and regional food projects and successful producer, business and community case studies. Agriculture Secretary Tom Vilsack and Agriculture Deputy Secretary Kathleen Merrigan emphasized during a live webinar how local and regional food systems across the country create additional economic opportunities for farmers, ranchers and food entrepreneurs, expand healthy food access and meet growing customer demand. "USDA works every day to strengthen American agriculture, drive job growth and support farm-family income," said Vilsack. "The KYF Compass highlights how USDA support for local and regional food systems has brought additional opportunities to our country's farmers, ranchers, processors, distributors and food entrepreneurs. The stories and maps in the Compass underscore how diverse and innovative American agriculture can be."

[The KYF Compass](#) is a digital guide to USDA resources related to local and regional food systems. The Compass consists of an [interactive U.S. map](#) showing local and regional food projects and an [accompanying narrative](#) documenting the results of this work through case studies, photos and video content. The KYF Compass organizes USDA's work on local and regional food systems into seven thematic areas. Among the themes covered on the map and in the narrative portion of the Compass are: [Local Food Infrastructure](#): maps USDA support for food hubs, cold storage facilities, local food processors and other infrastructure and examines how this infrastructure keeps wealth in rural communities [Farm to Institution](#): examines programs to connect local food producers and institutions and the results of these initiatives for healthy food access, farm incomes, and students' understanding of agriculture [Careers in Agriculture](#): discusses USDA support for young and beginning farmers and ranchers, as well as opportunities to get involved in agriculture through food business development and public service, and the importance of this work to creating vibrant rural communities [Stewardship and Local Foods](#): explains how local food producers are implementing environmentally sustainable practices on their farms and ranches to preserve farmland, forests and natural landscapes across the country [Local Meat and Poultry](#): showcases resources for local meat and poultry producers and small processors to succeed in local markets [Healthy Food Access](#): highlights tools to connect farmers and ranchers underserved communities to increase access to healthy food for consumers and economic opportunities for producers [Local Food Knowledge](#): tracks existing research and identifies opportunities for further understanding of local and regional food systems and their impacts.

A large selection of USDA-supported programs and projects is also visible on the [KYF Map](#), which can be displayed by theme, program, or recipient type. Both the [KYF Compass](#) and map will be regularly refreshed with new data and case studies.

Contact: USDA Office of Communications (202) 720-4623

For More Story Info: [USDA Newsroom](#)

For Radio Story: [A New Resource for Local and Regional Food Farmers And Markets](#)

[ACTUALITY: Local Food Systems Help Us Appreciate All Farmers](#)

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## **AGRICULTURE SECRETARY VILSACK ANNOUNCES TRADE MISSION TO CHINA WITH 40 U.S. COMPANIES TO STRENGTHEN BUSINESS TIES**

The U.S. Trade Representative recently discussed plans to enact greater enforcement of trade agreements. The U.S. - South Korea Free Trade Agreement is set for full implementation in mid March. This meeting comes as sales of U.S. food and agricultural products to China have grown by 80 percent in three years. In 2011, China moved into the top spot as the number one market for U.S. agricultural goods, purchasing \$20 billion in U.S. agricultural exports. U.S. farm exports to China supported more than 160,000 American jobs in 2011.

"This trade mission, USDA's largest to date, offers American businesses the opportunity to position themselves to enter or expand their presence in China, one of our strongest trading partners," said Agriculture Secretary Tom Vilsack. "China and the United States share a special relationship, and we embrace this opportunity to continue our in-depth dialogue on issues of mutual concern. At the same time, we want to ensure that our American farmers, ranchers and producers continue to be recognized across China and the Asia Pacific as reliable suppliers of the highest-quality food and agricultural products."

Last month, Vilsack hosted China's Vice President Xi Jinping and Agriculture Minister Han Changfu at the first U.S.-China Agricultural Symposium in Des Moines. The agriculture ministers signed a Plan of Strategic Cooperation that will guide the two countries' agricultural relationship for the next five years. The plan focuses on agricultural science, trade and education, and looks to deepen cooperation through

technical exchanges and strengthen coordination in key priority areas, including food security and emerging technologies.

The trade mission is expected to be USDA's largest to date, with more than 40 U.S. agribusinesses and representatives from six State Departments of Agriculture set to accompany Acting Under Secretary Michael Scuse to Chengdu and Shanghai, two of China's largest cities.

Scuse will lead the trade mission to China from March 23-28, beginning in Chengdu, one of the most important economic, transportation, and communication centers in western China and home of USDA's newest Agricultural Trade Office. Participants will then travel on to Shanghai, a hub of global commerce and the most populous city in the world. The goal of the mission is to provide U.S. participants with first-hand market information, access to government decision makers, and one-on-one meetings with business contacts, potential agents, distributors, and importers so they can position themselves to enter or expand their presence in China.

While in China, Scuse will meet with Chinese government and agricultural officials and U.S. agribusiness, and will visit agricultural production and development sites. Ambassador Islam Siddiqui, Chief Agricultural Negotiator for the Office of the U.S. Trade Representative, will also join Scuse to open the USA Pavilion at the Food Ingredients China Trade Show in Shanghai on March 28.

Contact: USDA Office of Communications (202) 720-4623

For More Story Info: [USDA Newsroom](#)

For Radio Story: [U.S. Plans To Step Up Trade Enforcement](#)

[One FTA Implementation Coming Up, Two More To Go](#)

[U.S. Ag Trade Mission to China Coming Up](#)

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## HERE'S A SNEAK PEAK AT WINTER WHEAT CONDITION NUMBERS

Some states have crop conditions numbers for February which range greatly in the Winter Wheat belt. USDA Meteorologist Brad Rippey looks at some of the winter wheat producing states and their crop condition numbers at the end of February.

For Radio Story: [A Sneak Peak at Winter Wheat Condition Numbers](#)

[ACTUALITY: On Winter Wheat Conditions by State](#)

## (February 28)

### USDA AND THE AMERICAN LEGION SIGN MEMORANDUM OF UNDERSTANDING AS THE AGENCY TAP VETERANS AND TRANSITIONING SERVICE MEMBERS FOR CAREERS IN AGRICULTURE

Agriculture Secretary Tom Vilsack and The American Legion National Commander Fang Wong signed a Memorandum of Understanding aimed helping the Nation's veterans and transitioning military service members find positions that promote agriculture, animal and plant health, food safety, nutrition, conservation and rural communities. The partnership will leverage existing resources to expand opportunities for veterans while promoting USDA programs and services in communities throughout the country.

"At President Obama's direction, USDA and the rest of the federal government are working to make sure our veterans in rural areas receive the medical care, training and employment support they deserve," said Vilsack. "And that's why this partnership with the American Legion is so critical. America's veterans are

leaders across rural America and we want to help them pursue their dreams by prioritizing innovative new approaches, attracting capital and forming partnerships like this to continue economic development in rural communities."

There are 6.1 million veterans living in rural communities. That's a higher concentration than anywhere else in the country. More than 5,300 American Legion posts are located in counties with populations under 40,000 and one-third of the Legion's membership call rural America home.

USDA will actively recruit veterans and transitioning military servicemen for employment while promoting greater awareness of USDA programs. Specifically, USDA and the American Legion have agreed to promote USDA vacancy announcements; share information about activities in newsletters; provide information about USDA programs and vacancies through established networks as well as the on the Web; and promote veteran owned business participation in USDA contracts.

USDA also will provide information about the opportunities and support it offers, so that service members who want to start their own rural business, farm or ranch are aware of USDA programs, grants, loans or small business contracts. USDA education, training, outreach and mentoring programs, such as [www.START2FARM.gov](http://www.START2FARM.gov) will help encourage our Nation's young, hard-working veterans to be the next generation of America's farmers and ranchers.

USDA increased its hiring of veterans in the permanent workforce from 17.5 percent in fiscal year 2009 to 20.3 percent in fiscal year 2010 to 23.9 percent in fiscal year 2011. Disabled veteran hiring for permanent positions also increased from nearly six percent in fiscal year 2009 to over seven percent in fiscal year 2010 to over eight percent in fiscal year 2011. According to data from the National Finance Center Report Center, as of February 19, 2012, USDA rate of hire of veterans in the total workforce is 12.8 percent and disabled veterans is just over five percent. The rate of veterans hired in the permanent workforce is 25.6 percent and disabled veterans is 12.2 percent.

Contact: USDA Office of Communications (202) 720-4623

For More Story Info: [USDA Newsroom](#)

For Radio Story: [USDA Helps Veterans Attain Careers In Agriculture](#)

[ACTUALITY: The Nation's Governors Are Asked To Help Veterans](#)

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## **LAWMAKERS HEAR IDEAS FOR IMPROVING USDA CONSERVATION PROGRAMS**

Budget pressures and the needs of farmers may help shape USDA's conservation programs in the new farm bill. Will a future round of USDA office closings include county offices of the Natural Resources Conservation Service?

For Radio Story: [Lawmakers Hear Ideas for Improving USDA Conservation Programs](#)

[The Future Of County Natural Resources Conservation Offices](#)

[USDA Officials Planning For More Conservation Results](#)

[Making It Easier for Farmers to Participate in USDA Programs](#)

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## **NEW MEAT NUTRITION LABELS MAKE THEIR OFFICIAL DEBUT LATER THIS WEEK**

If you ever wondered about the nutrient content of that steak or piece of chicken, you won't have to wonder much longer. Dr. Elisabeth Hagen, Under Secretary of Agriculture, explains that consumers will see the new meat nutrition information on some meat packages, but also, in some cases, near where the products are displayed.

For Radio Story: [New Meat Nutrition Labels Officially Debut This Week](#)  
[ACTUALITY: Where Shoppers Will See the New Meat Nutrition Info](#)

**(February 27)**

## **USDA TAKES NEXT STEP TO MODERNIZE DEPARTMENT AS PART OF BLUEPRINT FOR STRONGER SERVICE**

As part of a continuing effort to build a U.S. Department of Agriculture (USDA) that meets the evolving needs of a 21st century agricultural economy, Agriculture Secretary Tom Vilsack told Congress that in 90 days he plans to approve consolidation of 131 Farm Service Agency (FSA) offices with other USDA service centers, consistent with provisions of the 2008 Farm Bill. This is part of the Blueprint for Stronger Service introduced January 9 where Vilsack laid out USDA's plans to modernize and accelerate service delivery while improving the customer experience through use of innovative technologies and business solutions. The Blueprint included USDA's plan to close 259 domestic offices, facilities and labs, including the proposed closure of 131 FSA offices, and seven foreign offices.

Consistent with provisions of the 2008 Farm Bill, FSA held public meetings in every county in which an FSA office was proposed for consolidation. Members of the public were invited to make public comments at the meetings, and/or to submit comments in writing for up to 10 days following the public meeting. All comments were reviewed and considered prior to the issuance of the Secretary's notification letters to Congress.

USDA followed two steps in identifying FSA offices to propose for closure. First, USDA fulfilled its obligation under the 2008 Farm Bill to propose first for consolidation, to the maximum extent practicable, all offices that are located within 20 miles of another office, and which employ two or fewer permanent full-time employees. In addition, FSA identified all offices that currently have zero employees, regardless of location.

[By proposing to consolidate 131 offices nationwide](#), FSA is striving to balance budget reductions, staff reductions, and increasing workloads while focusing the efforts of our staff on continuing to provide high quality service from the remaining 2,113 office locations. The agency's goal is to strengthen service, notwithstanding reduced budgets and fewer workers. And the Blueprint for Stronger Service helps to achieve FSA's goal.

The Blueprint is based on a Department-wide review of operations, in which USDA took a hard look at all USDA operations, from headquarters to field offices. The end result is a plan that creates optimal use of USDA's employees, better results for USDA customers, and greater efficiencies for American taxpayers.

When fully implemented, these office consolidation actions, along with other recommended changes, will provide efficiencies valued at about \$150 million annually and ensure that USDA continues to provide optimal service to the American people within available funding levels.

In addition, USDA is implementing a series of other changes that will save taxpayers' money while eliminating redundancies and inefficiencies. The Blueprint for Stronger Service details 133 recommendations that affirm processes already in place, as well as 27 initial improvements, and other, longer-term improvements. The initial improvements can be found [here](#).

Detailed fact sheets on the Blueprint for Stronger Service can be found here, by USDA Mission Area: [Farm and Foreign Agricultural Services \(FFAS\)](#); [Food, Nutrition, and Consumer Services \(FNCS\)](#); [Food Safety](#); [Marketing and Regulatory Programs \(MRP\)](#); [Natural Resources and the Environment \(NRE\)](#); [Research, Education and Economics \(REE\)](#); and [Rural Development](#). For more, please visit [www.usda.gov/strongerservice](http://www.usda.gov/strongerservice).

Contact: USDA Office of Communications (202) 720-4623  
For More Story Info: [USDA Newsroom](#)  
For Radio Story: [USDA Going Ahead With Office Closure Plans](#)  
[USDA'S Handling of Proposed Agency Budget Cuts](#)  
[ACTUALITY: Allowing Voices Other Than USDA in Budget Cut Process](#)

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## FORMER SECRETARIES REMAIN INVOLVED IN AGRICULTURE

Despite diverse career paths, seven former Agriculture Secretaries keep their connections to ag issues in a variety of ways.

For Radio Story: [Former Secretaries Stay Involved in Agriculture](#)

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## IT SEEMS ETHANOL GROWTH HITS A GLITCH

The rapid growth in ethanol production may be a thing of the past....at least for a while. USDA Radio's Gary Crawford talks with analyst Ed Allen.

For Radio Story: [Ethanol Growth Hits a Glitch](#)

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For more agriculture news visit [USDA.gov](#) and click Newsroom on the toolbar



Tuskegee Airman candidly shares his trials and tribulations (**FS**)  
Secretary's Column (**OC**)  
US Forest Service hosts, trains, and engages Bhutanese foresters (**FS**)  
Interested in Local and Regional Food Systems? Jump in the conversation! (**OC**)  
APHIS and USDA's 150<sup>th</sup>  
FNS and the Blueprint for Stronger Service  
Good Life Foods  
Innovative Food Distribution Models (**AMS**)  
Puerto Rico 4-H Members Learn to Clean, Separate, Cook and Chill (**FSIS**)  
Niños del Grupo 4-H en Puerto Rico Aprenden los Pasos: Limpiar, Preparar, Cocinar y Enfriar. (**FSIS** – en español)  
KYF2 Compass Launch Blog (**OC**)  
Science Tuesday: The Secret Life of the Food Chemist (**AMS**)  
Science Tuesday: Sign-up and Be Counted (**NASS**)  
Emergency Conservation Program restores Idaho deer farm (**FSA**)  
New U.S. Forest Service online course offers free training in carbon management for land managers (**FS**)  
Vilsack discusses refinancing program that could help thousands of USDA home mortgage holders (**RD**)

## FROM OUR RADIO SERVICE

*(Feature Line-Up Subject To Change Prior to Update On March 6)*

**AGRICULTURE USA CD # 10.12** – A legendary farm broadcaster has covered some of the most exciting times and events within agriculture and USDA over the last fifty plus years. And coinciding with USDA's 150th Anniversary, Orion Samuelson shares this unique perspective with Rod Bain in this edition of "Agriculture USA".

**CONSUMER TIME CD # 10.12** – Look For New Nutrition Labels On Meat, USDA Looking Ahead To Future Conservation Office Structure, Lessons From A Broken Weather Forecast, Will 2012 Repeat Historic 2011 Tornado Season? A Legend Covers USDA History.

**AG UPDATE CD # 10.12** – Alliance To Conserve Texas Water Resources, Some Veterinarians Help Large Animals Get Help Themselves, Using A Hybrid Mulching Technique, The Growing Importance Of The B.R.I.C. Nations, Mineral Management Now More Important In Cattle Diet.

**UPCOMING ON THE USDA RADIO NEWSLINE** – March 6 – Crop Weather Report (WAOB). March 9 – Crop Production Reports (NASS) and World Agricultural Supply and Demand Estimates (ERS - WAOB). March 12 – Oilseed, Cotton, and Rice Outlooks (ERS – WAOB).

**These are USDA reports we know about in advance. The USDA Radio Newsline carries many stories every day that are not listed in this lineup.**

**USDA Radio Newsline, 202-720-6776, 5:00pm ET**

Or go to [www.usda.gov](http://www.usda.gov), click on Newsroom at top of the page, scroll down on right side of page until you see Radio and TV. Then click on Daily Radio News Service or Weekly Radio Feature Service.

For questions about USDA Radio's Features, fax name, station, and address to 202-690-2165.

[USDA Radio and TV Programming](#)

## FROM OUR TELEVISION SERVICE

### Know Your Farmer, Know Your Food Launch

USDA Secretary Vilsack launches Know Your Farmer,  
Know Your Food initiative in the Fall of 2009



YouTube: [USDA on YouTube: Know Your Farmer, Know Your Food Launch](#)

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## A Return To More Typical Weather

Extreme and unseasonal weather seems to have been the norm  
Throughout much of the U.S. in 2011 and early 2012,  
But a change to more typical weather could be on the way

### FTP Download instructions:

The host: <ftp://ocbmtcmedia.download.akamai.com>

User name: **usdanews**

Password: **Newscontent1**

Filename for TV Feature: **climate weather**

The new file is in QuickTime Movie (H.264), MPEG 4, MPEG2 and HDV

**YouTube:** [USDA on YouTube: Normal Weather Story](#)

If you have problems or suggestions, the email contact is [Bob.Ellison@USDA.gov](mailto:Bob.Ellison@USDA.gov)

Also, use this free ftp client if you have problems

<http://filezilla-project.org/download.php?type+client>

## OFF MIKE



**A NEW RURAL BUSINESS AND LIFESTYLE NETWORK DEBUTS** – This is the first television network with live agribusiness news carried throughout the day. The programming focus will be on rural interests worldwide.

"The meaning of the word rural has no borders," said **Patrick Gottsch**, founder and president of RMG - Omaha, Nebraska - Nashville, Tennessee (<http://myruraltv.com>). "The launch of a second network, RURAL TV, is in response to unprecedented audience growth and demand for RFD-TV programming, and it expands upon our popular format combining agriculture, equine and western lifestyle, along with traditional music and entertainment programming."

Every weekday morning on RuralTV viewers can see the **Market Day Report** which provides five hours of live agribusiness news, weather, and commodity market coverage which is continually updated in half-hour segments. On tap for the afternoons the programming features expansion of the auction broadcasts of cattle, horses, farm equipment, and ranch real estate. In store for when the day winds down is the **Rural Evening News** beginning the primetime lineup, with dedicated news bureaus in Washington, D.C., Chicago, Sao Paulo, and the United Kingdom.

[The RURAL TV news team](#) delivers RURAL TV programming including extensive live event coverage from two mobile production trucks traveling around the country to rural events, conventions, farm shows and horse shows. The new programming can be seen in DISH Channel 232.

**INPUT NEEDED FOR THE BROADCASTERS LETTER "OFF MIKE" SECTION** – If you have interesting stories and insight to share please send them on. We want to hear from you. While we know you are busy, your story could be of great value to your fellow broadcasters, as well as others.

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**Broadcasters if you have any humanitarian or community service events  
you'd like to share please forward to [susan.carter@oc.usda.gov](mailto:susan.carter@oc.usda.gov).**

**We love to hear about what you're doing and  
share it with others in the farm broadcaster family.**

From all of us to all of you ... thank you for what you do



United States Department of Agriculture  
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USDA, Director, Office of Civil Rights, 1400 Independence Ave., SW, Washington, DC 20250-9410 or  
call (800) 795-3272 (voice), or (202) 720-6382 (TDD).*