



Letter No. 3659
Friday, March 30, 2012
Creative Media & Broadcast Center
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BROADCASTERS LETTER

#3659

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(March 29)

USDA EXPLORES FEASIBILITY OF ALTERNATIVE ENERGY PRODUCTION AT AIRPORTS

A recent study conducted by researchers from the U.S. Department of Agriculture's (USDA) Animal and Plant Health Inspection Service (APHIS) highlights the potential for alternative energy production at airports. The study findings were published in an article titled "[Airports Offer Unrealized Potential for Alternative Energy Production](#)" in *Environmental Management* and indicates that airports may want to consider converting to alternative fuels where it is both economically and environmentally beneficial.

"Some available grasslands at airports have the potential to spur the type of innovation we need to build American-made, homegrown biofuels and biobased products that will help to break our dependence on foreign oil and move our nation toward a clean energy economy," said Agriculture Secretary Tom Vilsack. "Converting airport grasslands to biofuel, solar or wind production not only provides more environmentally-sound alternative energy sources for our country, but may also increase revenue for airports and reduce the local abundance of potentially hazardous wildlife to aircraft. Such efforts may be particularly beneficial for rural economic development, as many rural airport properties contain expansive grasslands that potentially could be converted to biofuel crops or other renewable energy sources."

Researchers at the USDA-APHIS National Wildlife Research Center (NWRC) note that many airport properties are already managed to reduce wildlife abundance and habitat quality as part of efforts to avoid wildlife collisions with aircraft. Once biofuel crops are identified for airport use that have low wildlife-strike risks compared to existing airport landcovers, converting grasslands to these land uses could produce renewable energy and also provide airports with an additional source of revenue.

While federally obligated airports have restrictions on how land may be used, the Federal Aviation Administration (FAA) is committed to working with airports interested in pursuing the potential for changes in land use to support alternative energy production.

For additional information concerning wildlife and aviation research, please visit www.aphis.usda.gov/wildlife_damage/nwrc/research/aviation or contact the NWRC Ohio field station at (419) 625-0242.

Contact: USDA Office of Communications (202) 720-4623 Gail Keirn (970) 266-6007
For More Story Info: [USDA Newsroom](#)

FEW SURPRISES IN GRAIN STOCKS REPORT

USDA's grain stocks report has few surprises in it this time. Gary Crawford talks to USDA Chief Economist Joe Glauber.

For Radio Story: [Few Surprises In Grain Stocks Report](#)

TRIBAL COMPANY HAS A CONNECTION TO THE FINAL FOUR FLOOR

A Wisconsin based tribal enterprise takes pride that their raw lumber product is the exclusive floor for this year's NCAA Men's Basketball Finals. The floor used at this year's NCAA Men's Basketball Tournament finals in New Orleans made quite a journey to participate in the event.

For Radio Story: [Tribal Company Part of Final Four Floor](#)
[The Road Of The Final Four Floor](#)

(March 28)

OFFICIALS SAY SO CALLED 'PINK SLIME' IS BEING UNFAIRLY MALIGNED

The governor of Iowa and other top officials are launching a counterattack against what they say is an unfair smear campaign against lean finely textured beef, otherwise known as pink slime.

For Radio Story: [Officials Say So Called Pink Slime Is Being Unfairly Maligned](#)

NEW USE FOR MUSTARD SEED MEAL

Agricultural, Food and Nutritional Science researchers have found another use for mustard seed meal. Researcher Christina Engels explains the byproduct created from extracting a new compound from mustard seeds. Engels tells how she came about discovering a useful byproduct of mustard seed meal and the next steps.

For Radio Story: [New Use for Mustard Seed Meal](#)
[ACTUALITY: A New Compound Extracted From Mustard Seed Meal](#)
[ACTUALITY: The Next Steps for A New Natural Food Preservative](#)

(March 27)

**HEALTH CARE REFORM IS IMPROVING
RURAL RESIDENTS' HEALTH CARE**

As the Affordable Care Act takes center stage in Washington this week, Agriculture Secretary Tom Vilsack says the Act is helping improve the health care situations of rural residents.

For Radio Story: [Health Care Reform Is Improving Rural Residents' Health Care](#)

**MARKETS AWAITING RESULTS OF
USDA FARMER PLANTING SURVEY**

Everybody is getting into the game of trying to forecast what this Friday's USDA Prospective Plantings report will show.

For Radio Story: [Markets Awaiting Results of USDA Farmer Planting Survey](#)

**EXTENSION ROLE IN FOOD AND
NUTRITION EDUCATION**

The Extended Food and Nutrition Education Program is an Extension tool used to help improve nutrition education for limited resource and minority participants. Linda Kirk Fox of the University of Georgia explains the focus of Extension's Extended Food and Nutrition Education Program and its benefits.

For Radio Story: [Extension Role In Food And Nutrition Education
ACTUALITY: On EFNEP Program and Its Target Participant](#)

(March 26)

**THE U.S. TO APPEAL WTO
'COOL' RULING**

The US plans to challenge a November World Trade Organization ruling on our nation's Country of Origin Labeling policy for meat.

For Radio Story: [U.S. TO APPEAL WTO 'COOL' RULING](#)

SUSTAINABLE AGRICULTURE WORLD WIDE

In an effort to feed everybody, agricultural scientists and experts are researching whether sustainable agriculture intensification can feed the world. Jerry Glover with USAID explains there's no silver bullet to achieving sustainable agriculture intensification. Glover with USAID says sustainable agriculture intensification needs to be functional

For Radio Story: [Sustainable Agriculture World Wide](#)
[ACTUALITY: Achieving Sustainable Agriculture Is Not A Single Shot](#)
[ACTUALITY: Successful Sustainable Agriculture Has To Be Reachable](#)

USDA WARNS OF ADDITIONAL FRAUDULENT LETTERS AND CALLS

The USDA identified receipt of additional fraudulent letters and phone calls to various state offices. The phone call was received by an individual in Indiana, and letters are being sent by FAX to individuals and businesses in a growing number of states. The letters and call purportedly come from a USDA procurement officer and seek personal information. These letters are false and in no case should a recipient respond with personal and financial information.

The fraudulent letters bear USDA's logo and seal and are signed by an individual identified as "Frank Rutenberg" using a title of "Senior Procurement Officer". Recipients should **not** respond and should **not** supply the requested information. USDA is investigating this matter through the Office of the Inspector General. USDA first learned that the letters were being circulated on March 16, 2012.

If you suspect you have received such a letter or have been called by someone representing themselves as being from USDA seeking personal information, please contact USDA at: procurement.policy@dm.usda.gov or call 202-720-9448.

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

For more agriculture news visit USDA.GOV and click Newsroom on the toolbar



Tapping Renewable Energy Potential at Airports (**APHIS**)
NCAA Final Four Basketball Court Comes from American Indian Reservation (**FS**)
Bill Northey will highlight USDA's trade mission to China (**FFAS**)
Virginia Producer Helps Lead the Way in Preserving the Chesapeake Bay (**NRCS**)

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On April 3)

AGRICULTURE USA CD # 14.12 – If you work with the public very much, you know you often get some rather far out and hilarious questions and you meet some very entertaining people. That's certainly true of the agricultural extension agents and experts across the country who give advice to people every day. On this edition of AGRICULTURE USA Gary Crawford presents just a few of their stories. The names have been kept the same to protect the guilty.

CONSUMER TIME CD # 14.12 – Officials Say So Called “Pink Slime” Has Been Unfairly Maligned, The Road Of The Final Four Floor, Celebrate Food Safety With Spring Holiday Meals, New Mobile Veterans Centers Deployed, The Wild, The Weird, And The Wonderful Part One.

AG UPDATE CD # 14.12 – The News From USDA’s Prospective Plantings Report, USDA Covers Many Areas Of Service, Western Water Outlook Can Be Sliced In Thirds, Using A Hybrid Mulching Technique, What Is Driving The Brazilian Economy?

UPCOMING ON THE USDA RADIO NEWSLINE – April 3 – Crop Weather Report (WAOB); April 9 – Crop Progress Report (NASS); April 10 - Crop Production Report (NASS) and World Agricultural Supply And Demand Estimates (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, 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

USDA Helps American Indian Tribe Restore Land

FTP Download instructions:

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

User name: usdanews

Password: Newscontent1

Filename for **TV Feature**: pueblo tribe

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

YouTube: [pueblo tribe](#)

Video Podcast: [pueblo tribe podcast](#)

Cherry Tree Research at National Arboretum

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YouTube: [cherry tree research](#)

Video Podcast: [cherry tree podcast](#)

Please email bob.ellison@usda.gov if you have problems or suggestions

Also, use this free ftp client if you have problems

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

OFF MIKE



SOUTHERN WISCONSIN ON TAP FOR RECORD EARLIEST FIRST CROP – Pam Jahnke (WTDY - Madison, Wisconsin – Farm Report Radio [Wisconsin Farm Report](#)) says, “The University of Wisconsin Extension alfalfa specialist, Dr. Dan Undersander, told me that if we continue with the mild conditions we've experienced - Wisconsin farmers may harvest their earliest first crop on record.” **Jahnke** says this could be ready to go by Easter weekend. “On the other hand, Wisconsin's maple syrup season was almost nonexistent because of the warm weather.” **Jim Adamski** (Wisconsin Maple Syrup Producer President) informs that early harvest reports are about a third of the normal production. “Apple and cherry producers, strawberry growers, vineyards - are also anxious about how advanced the vegetation is for this time of year - and ultimately the fear of frost and freezing conditions that could return.” Meteorologists in Wisconsin say if we don't see a frost or even snow yet in April - it would break historic records.”



FARM BROADCASTER PAM JAHNKE TALKS NUMBERS – “Personally, I just delivered a lecture on the UW-Madison campus discussing all the surveys done in production agriculture today - and how the information is used. Obviously, one of the major components I pointed to was the Wisconsin Agricultural Statistical Service and NASS - and the upcoming 2013 Census of Agriculture.” **Pam Jahnke** (WTDY - Madison, Wisconsin – Farm Report Radio [Wisconsin Farm Report](#)) says the students seemed a little shocked at how much value there was in every commodity area - and how diverse the audience was looking for that information.



4-H MEMBERS EXPLORE ISSUES AFFECTING YOUTH – There were 200 4-H members from across the country that came to the nation's capital to make their voice heard as part of the 2012 National 4-H Conference, sponsored by the USDA's National Institute of Food and Agriculture (NIFA).

"These 4-H members are extraordinary role models and mentors in their communities," said **Dr. Jill Biden, Second Lady of the United States** said. "Just as our military men and women serve our country on the battlefield, these young people lead in our communities. Over the next few decades, one of the tasks that will define their generation will be their support for our returning veterans and our military families."

Agriculture Secretary Tom Vilsack said, "For almost 100 years, USDA and 4-H have partnered to produce some of our nation's best and brightest, including farmers and ranchers who have supported the American economy and put food on our tables," Vilsack said. "You all are tomorrow's leaders. We need you to think big, innovate and help tackle the important challenges standing between us, a stronger middle class and a stronger nation."

Participants engaged in personal development experiences that increase their knowledge, resources and skills on issues that matter most to them. As in previous years, delegates will participate in roundtable discussions with partnering federal agencies about topics specific to issues affecting youth and communities nationwide and the role 4-H can play in addressing those issues. Issue topics for this year's conference include: alcohol and drug use prevention, youth suicide prevention, healthy eating and living, equal education for under-represented groups, integration of veteran and military families into local communities, and using science and technology to improve local communities.

The 4-H students also of a new partnership with the Department of Homeland Security focused on cyber security. The Stop.Think.Connect Campaign provided tools and resources to help raise awareness among the teens and young adults regarding emerging online threats and the importance of cybersecurity. This partnership builds on the campaign's efforts to highlight resources available to schools and communities, as well as to promote cyber awareness and educate America's youth about safe online practices.

Broadcasters if you have any humanitarian or community service events you'd like to share please forward to 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



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