



UNITED STATES DEPARTMENT OF AGRICULTURE

Broadcasters Letter

Office of Communications

1400 Independence Avenue, SW Washington, DC 20250-1300 Voice: (202) 720-4623 Email: oc.news@usda.gov Web: www.usda.gov

Letter No. 3671.2012
Friday, June 22, 2012
Creative Media & Broadcast Center
202-720-7079

BROADCASTERS LETTER

#3671.2012

Friday, June 22, 2012

(June 22)

BIGGER NUMBERS THAN EXPECTED IN THE CATTLE ON FEED REPORT

Some surprises were in the new USDA Cattle on Feed report. Shayle Shagam, USDA livestock analyst provides some of the key numbers in Friday's USDA Cattle on Feed report.

Radio Story: [Bigger Numbers Than Expected In Cattle On Feed Report](#)
[ACTUALITY: A Look At The Main Numbers In USDA Cattle Report](#)

FIELD CROP SCOUTING CARDS DEMONSTRATING VALUE

There's a new way to give crop management information to Iowa corn and soybean growers. Daren Mueller of Iowa State University Extension explains how field crop scouting cards for corn and soybean growers were developed and improved upon.

Radio Story: [Field Crop Scouting Cards Demonstrating Value](#)
[ACTUALITY: On Field Crop Scouting Cards](#)

CERTIFICATION CLASSES FOR HOME-BASED FOOD PRODUCTION

The popularity of home-based food production is spurring more certification classes to be offered.

Radio Story: [Certification Classes For Home-Based Food Production](#)

(June 21)

STATEMENT FROM AGRICULTURE SECRETARY TOM VILSACK ON U.S. SENATE APPROVAL OF THE AGRICULTURE REFORM, FOOD AND JOBS ACT

"I'm very pleased that the Senate acted in bipartisan spirit today to approve the Agriculture Reform, Food and Jobs Act. I am grateful for the Senate's progress toward providing a reformed safety net for producers in times of need, supporting agricultural research and trade promotion, honoring World Trade Organization commitments, furthering the bio-based economy, conserving our natural resources, strengthening local and regional food systems, and promoting job growth in rural America. As the legislative process moves forward, the Administration will continue to seek policy solutions and savings consistent with the President's Budget, and we are hopeful that the House of Representatives will produce a bill with those same goals in mind. Swift action is needed so that American farmers and ranchers and our rural communities have the certainty they need to continue strengthening the rural and national economy."

Contact: Office of Communications (202)720-4623

Story Info: [USDA Newsroom](#)

Radio Story: [Senate Passes Ag Reform, Food, And Jobs Bill](#)

[ACTUALITY: On Highlights Of Senate Ag Reform, Food, And Jobs Act](#)

RUSSIA, U.S. TRADE, AND AG BENEFITS

A Senate Committee hearing Thursday took input on how permanent normal trade relations with Russia would benefit the U.S. ag sector. Agriculture Secretary Tom Vilsack explains why he supports action to make normal trade relations with Russia permanent.

Radio Story: [Russia, US Trade, And Ag Benefits](#)

[Vilsack On Permanent Normal Trade Relations With Russia](#)

WHAT A DIFFERENCE A YEAR MAKES

This time last year it was farmers, ranchers and producers who were trying to pick up the pieces from extensive flooding in the country's agricultural heartland. This go round, it's those in urban areas. Brad Rippey, USDA meteorologist puts the rain into perspective as compared to what was going on this time last year. Rippey describes the latest flooding in the Duluth, MN area and he says those in the Farm Belt have welcomed the recent rainfall.

Radio Story: [What A Difference A Year Makes](#)

[ACTUALITY: The Flip Flopping Of This Year's Rainfall](#)

[ACTUALITY: 2012 Duluth, Minnesota Flooding](#)

[ACTUALITY: Farm Belt Producers Sing The Rain's Praises](#)

(June 20)

**GLOBAL TRAVELERS HELP KEEP
INVASIVE PESTS OUT OF THE U.S.**

Invasive pests can find themselves attached to food items and souvenirs of international travelers entering or returning into the U.S. Greg Rosenthal of the USDA'S Animal and Plant Health Inspection Service explains how a website can help travelers coming back from other countries to know what agricultural goods they can and cannot bring into the country.

Radio Story: [Global Travelers: Help Keep Invasive Pests Out Of The U.S.](#)
[ACTUALITY: On Invasive Pests And Global Travel Information](#)

**HEALTHY EATING AND EXERCISING
AT SCHOOL**

Although school may be out for the summer, a Florida school is recognized for its efforts to get students to eat healthy and exercise. The Florida Dairy Council is showing support to schools actively involved in improving the health of their students. Bobby Sena, Fuel Up to Play 60's Florida State Representative explains the benefits of his elementary school providing more healthy food choices and creative physical activity programs.

Radio Story: [Healthy Eating And Exercising At School](#)
[A Florida Group Helps Students Become More Healthy And Fit](#)
[ACTUALITY: A Student Tells How "Fuel Up To Play 60" Helps](#)

**A CHANCE MEETING WITH AN
IOWA FARMER IN WASHINGTON, D.C.**

One farmer in eastern Iowa says the dryness there has been a problem, but she's optimistic about the rest of the growing season.

Radio Story: [A Chance Meeting With An Iowa Farmer In Washington, D.C.](#)

(June 19)

**SECRETARY VILSACK ANNOUNCES 23 NEW WATER QUALITY IMPROVEMENT
PROJECTS IN NINE MISSISSIPPI RIVER BASIN STATES**

Agriculture Secretary Tom Vilsack announced \$8.4 million in financial assistance to support 23 new partnership projects in several Mississippi River Basin states under USDA's Mississippi River Basin Healthy Watersheds Initiative (MRBI). The projects will fund producer activities aimed at avoiding, controlling and trapping sediment and nutrient runoff from agricultural lands, improving water quality throughout their operations.

"We are building on our Mississippi River actions from previous years by continuing to target priority conservation practices in priority watersheds to improve water quality in the basin," said Vilsack. "USDA is committed to working cooperatively with agricultural producers, partner

organizations and state and local agencies to improve water quality and the quality of life for the millions of people who live in the Mississippi River Basin."

The MRBI was first announced in September 2009 and provides financial assistance for voluntary projects in priority watersheds in Arkansas, Kentucky, Illinois, Indiana, Iowa, Louisiana, Minnesota, Mississippi, Missouri, Ohio, Tennessee and Wisconsin. MRBI is helping producers implement conservation and management practices that prevent, control and trap nutrient runoff from agricultural land. Selections were based on the potential for managing nitrogen and phosphorus -- nutrients associated with water quality problems in the Basin -- while maintaining agricultural productivity and benefiting wildlife. USDA's Natural Resources Conservation Service (NRCS) manages the initiative.

The [23 selected projects](#) are located in Arkansas, Iowa, Kentucky, Minnesota, Mississippi, Missouri, Ohio, South Dakota and Wisconsin. The projects are funded through NRCS's Cooperative Conservation Partnership Initiative (CCPI), which engages local partners to help provide outreach and technical assistance to agricultural producers. CCPI funds both new and existing projects each year. Earlier this year, NRCS provided nearly \$64 million in financial assistance through Farm Bill conservation programs to support the 95 existing MRBI projects first funded in 2010 and 2011.

Contact: Office of Communications (202)720-4623

Story Info: [USDA Newsroom](#)

Radio Story: [New Water Quality Improvement Projects](#)

[ACTUALITY: How Mississippi River Basin Initiative Works](#)

[ACTUALITY: Mississippi River Basin Project Selection](#)

[ACTUALITY: Avoid, Control And Trap Or "Act" Activities](#)

[The Key To Successful Conservation Partnerships](#)

**THE AGRICULTURE SECRETARY SUPPORTS INVITATION
TO MEXICO AS A NEW TPP NEGOTIATING PARTNER**

Agriculture Secretary Tom Vilsack made the following statement supporting [President Obama's invitation to Mexico](#) to join the [Trans Pacific Partnership \(TPP\)](#) negotiations, pending successful conclusion of domestic procedures.

"I am happy to support President Obama's invitation to Mexico, our neighbor and second largest export market, to join the TPP negotiations. I also join with U.S. Trade Representative Ron Kirk in recognizing that the TPP presents the most promising pathway to boosting trade across the Asia Pacific and to encouraging regional trade integration. Mexico understands that the countries negotiating the TPP agreement have set high standards and objectives, and that the United States intends to join TPP partners in completing a comprehensive, high-standard agreement that will include important new commitments on science-based and transparent sanitary and phytosanitary measures. For decades, two-way agricultural trade between Mexico and the United States has supported American communities by creating good-paying jobs here in the United States. Mexico's participation in TPP will allow U.S. agriculture to leverage existing supply chains, adding to the economic significance of a TPP agreement and ensuring that American agriculture remains [a bright spot in our nation's economy](#)."

Contact: Office of Communications (202)720-4623

Story Info: [USDA Newsroom](#)

(June 18)

**AG SEC VILSACK ANNOUNCES SUPPORT FOR A NEW BIO-BASED
CHEMICAL PRODUCTION FACILITY IN LOUISIANA**

Agriculture Secretary Tom Vilsack announced that the USDA has approved a loan guarantee of \$25 million to Myriant Corporation to help construct a bio-based production facility in Lake Providence, Louisiana. The facility will create jobs and produce an eco-friendly replacement for a petroleum-based product.

"This project will support the President's "all-of-the-above" energy strategy and create job opportunities for American workers," said Vilsack. "The facility will bring opportunity to an area of Louisiana that has been battered by hurricanes, and has lacked new development. It will also expand a market for farmers."

The facility will make succinic acid, which is used primarily as a sweetener within the food and beverage industry. Currently it is made from butane, using petrochemicals, but the new plant will convert grain sorghum, an actual food source and a sustainable resource source, into succinic acid and ammonium sulfate. It is expected to produce 15,000 tons per year of succinic acid and 18,000 tons per year of ammonium sulfate.

Myriant is the first bio-based chemical company to receive funding under the USDA Rural Development's Business and Industry Guarantee program, which supports local rural businesses and helps create or retain jobs. This funding is an example of the many ways that the USDA is helping revitalize rural economies to create opportunities for growth and prosperity, support innovative technologies, identify new markets for agricultural producers, and better utilize our nation's natural resources.

The Myriant facility also received \$44 million in grants from the U.S. Department of Energy and an additional \$10 million from the Louisiana State Department of Transportation for infrastructure improvements.

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

Story Info: [USDA Newsroom](#)

Radio Story:

**USDA CONTINUES EFFORTS TO SPUR JOB CREATION AND
BUSINESS GROWTH FOR TRIBES AND RURAL COMMUNITIES**

Agriculture Secretary Tom Vilsack announced the selection of 27 projects in 14 states to support small business and job creation opportunities and train workers in Native American communities. Janie Hipp Senior Advisor for Tribal Relations made the announcement on behalf of Secretary Vilsack while attending the National Congress of American Indians mid-year conference in Lincoln, Nebraska.

"These grants represent USDA's ongoing commitment to strengthen Tribes, tribal businesses and Tribal governments and support sustainable rural business opportunities that will create jobs," said Hipp. "The Obama Administration is working to ensure that members of Tribes have the tools they need to expand economic opportunities and improve their quality of life."

The announcement, follows the recent announcement by the Secretary to implement measures that will make it easier for individuals living in Substantially Underserved Trust Areas (SUTA) to obtain USDA funding to improve basic services, including water and sewer systems, broadband and electric infrastructure. These measures are a crucial step for American Indians, Alaska Natives, Native Hawaiians and Pacific Islanders to build modern utility infrastructure, create jobs and improve their quality of life. The enhancements are being implemented through a final regulation published in the [Federal Register](#).

The more than \$3.2 million in grants is administered through USDA Rural Development's [Rural Business Enterprise Grant \(RBE\) program](#). For a listing of the projects click [here](#).

Contact: Dane Henshall (202) 260-0996

Story Info: [USDA Newsroom](#)

SOME THOUGHTS ON THE WESTERN WILDFIRE SITUATION

The Agriculture Secretary recently weekend viewed the efforts of fire crews battling record setting blazes in areas like New Mexico and Colorado.

Radio Story: [Thoughts On Western Wildfire Situation](#)

CONSERVATION EFFORTS BIG PART OF WILDFIRE AFTERMATH

Part of the USDA's efforts in wildfire management includes conservation of landscapes for restoration and flash flooding prevention.

Radio Story: [Conservation Efforts Big Part Of Wildfire Aftermath](#)

For more agriculture news visit www.USDA.gov



[The Latest USDA Blog Posts](#)

Rural Development Administrator Talks Rural Broadband Opportunities in North Carolina (**RD**)

Kansas Farmers Observe June Dairy Month

USDA and Rural Business Leaders Discuss Economic Development Goals

USDA Helps Improve Native Health Care in Rural Alaska (**RD**)



Learn more about President Lincoln's agricultural legacy [here](#).

[USDA Celebrates 150 Years](#)

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On June 26, 2012)

AGRICULTURE USA CD # 26.12 – Many believe fostering the ability of women farmers in developing nations to produce more food will create greater food, social, and political security around the world. Yet there are many challenges to that end. In part one of a two part series, Rod Bain looks at these challenges in this edition of "Agriculture USA".

CONSUMER TIME CD # 26.12 – USDA Tool Improves Tribal Communities Quality Of Life, Keeping Invasive Pests Out Of Summer Travel Plans, Vacationing On A Budget, Stay Cool And Take Your Time When You Have To Replace That AC Unit, How Not To Seed A Lawn.

AG UPDATE CD # 26.12 – Russian WTO Membership And Ag Trade Normalcy. Winter Wheat Harvest Faster Than The Combines? USDA Invests Millions For Pest Control And Disease Management. New Projects Covered In Latest BCAP Allocation. FSA County Committee Nomination Process Underway.

UPCOMING ON THE USDA RADIO NEWSLINE – June 26 – Crop Weather Report (WAOB). June 28 – Agricultural Prices Report (NASS). June 29 – Quarterly Hogs And Pigs Report (NASS). July 2 – Crop Progress Report (NASS). **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

A USDA project is trying out new ways to save water
in places where farmers need it the most

FTP Download instructions:

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

User name: usdanews

Password: Newscontent1

Filename for **TV Feature**: CIG feature

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

YouTube: [Saving Water](#)

Video Podcast: [Saving Water Podcast](#)

RSS Page: [Saving Water RSS](#)

Please email Bob.Ellison@OC.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



HOOSIER AG TODAY LAUNCHES IPHONE APP AND RE-DESIGNED ANDROID APP –

Gary Truitt (Hoosier Ag Today - Indianapolis, Indiana) <http://www.hoosieragtoday.com>) said, "The new communications platform incorporates the strengths of farm broadcasting." This is the first mobile application ([app](#)) for the iPhone platform. **Truitt** adds, "The app brings together the timely and local information of Hoosier Ag Today with the simplicity and market penetration of the iPhone. This *free* app allows farmers to stay informed on up to the minute news, market, and weather information as well as vital crop and agronomic data such as crop conditions, insect alerts, and disease outbreaks. Today's farmer is mobile, and now we can reach him with up-to-the-minute information no matter where he is or what he is doing."

Additionally, to the [iPhone app](#), Hoosier Ag Today has re-designed its [Android app](#) which has been on-line since November of 2011. We're told the new graphic display of both apps is specially designed for use in outdoor and farming situations. The color of the display shows up well in bright sunlight, and the menu can be operated with a single hand to allow for use while

operating farm equipment. Much of the information on the app is in audio form which allows farmers to listen to their favorite farm broadcaster while driving.

A recent national survey conducted by the National Association of Farm Broadcasting (NAFB) indicated that 25% of farmers get information daily from a Smartphone or mobile device and that farmers are adopting mobile platforms as a media source in large numbers. In addition, many mobile wireless devices are now connecting with the GPS systems used by many farmers.

The iPhone app, like the original HAT android app, was developed by LoadOut Technologies, a Purdue Research Park company. "We anticipate this platform may be adopted by other farm broadcast and communication entities," said **Truitt**. Future upgrades will add new features to the app including the ability to distribute video.



BAXTER COMMUNICATIONS HAS BEEN QUITE BUSY LATELY – Brian Baxter (Baxter Communications – Indianapolis, Indiana [BaxterUSA](#)) tells he's just back from a location shoot in South Dakota and reports that the video crew for his communications company is busy traveling to cattle ranches and farms in seven different regions. "These operations are the winners of the annual Environmental Stewardship Award, given by the National Cattlemen's Foundation, and sponsored by Dow AgroSciences and USDA-NRCS. Many of these winners work closely with NRCS to protect the land, the water, and the wildlife," said **Baxter**. The documentary-style video will be debut at the Cattle Industry Summer Conference in Denver, Colorado on July 26th.



A FORMER ALLTECH INTERN RECOGNIZED AT WORLD'S POULTRY CONGRESS – Brazil is where **Rebecca Hall** will be recognized and given a student program award by the World's Poultry Congress [wpc2012.com](#). She'll also have a tour of the southern Brazilian poultry industry.

Hall's winning abstract was based on a lab project she completed with **Dr. Kristen Brennan** of Alltech. The title of Hall's abstract is, "Effect of Zinc Source and Level on Zinc Transporter mRNA Levels in the Small Intestine of 21-day Old Broiler Chicks." Not only will Hall be traveling to Brazil for the conference, the award allows her to spend the week prior to the conference on a tour of the southern Brazilian poultry industry.

A student in the Agriculture Biotechnology program at the University of Kentucky, **Hall** was an intern during the summer of 2011 and worked on two poultry projects while at [Alltech](#). "I feel very honored that I was able to work for [Alltech](#) and submit my work to the World's Poultry

Congress. I am very privileged that my research was chosen for the student program, and that I will be able to travel to Brazil to present my research and represent [Alltech](#).”

The 24th [World's Poultry Congress](#) will be held from August 5-9, 2012 in Salvador, Bahia, Brazil. Alltech will be located at booth number 155.

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

Compiled and Edited by **Susan Carter**
Radio Broadcaster/Reporter/Producer
202-720-7079 susan.carter@oc.usda.gov



United States Department of Agriculture
Office of Communications
Room 402-A
Washington, DC 20250-1300

USDA is an equal opportunity provider, employer and lender. To file a complaint of discrimination, write: 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).