



Letter No. 3628
Friday, August 5, 2011
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BROADCASTERS LETTER

#3628

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(August 4)

FOOD SAFETY ANNOUNCEMENT COINCIDES WITH GROUND TURKEY RECALL

The Agriculture Secretary revealed new and updated food safety measures the same day a recall of ground turkey products was also announced. Secretary Tom Vilsack explains some of the improvements USDA is making to reduce the risk of meat and poultry items causing illness.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15887>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15888>

SALMONELLA INVESTIGATION HAS BEEN LONG AND DIFFICULT

Why does it sometimes take so long to find the source of a food related illness outbreak? Officials say there's a lot involved and, in the case of the current probe into salmonella illnesses, there were conflicting clues. Dr. David Goldman with the USDA's Food Safety and Inspection Service and Dr. Chris Braden with the Centers for Disease Control offers insight and details. Shoppers cards are helping to trace the cause of salmonella illnesses. The information from supermarket shoppers cards is helping investigators trace the source of the salmonella outbreak which has brought on a big recall of ground turkey products.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15891>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15890>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15889>

FARM PRODUCTION SPENDING ROSE ONLY SLIGHTLY LAST YEAR

Despite some huge price hikes for fuel and feed, farmers overall last year spent just slightly more money to do business than they did the year before. USDA statistician Kevin Hintzman and the Department's Chief Economist Joe Glauber explain.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15893>

FARM REAL ESTATE VALUES CLIMBING AGAIN

Good news for farmers, ranchers and producers. For most of them, their land is worth a lot more than it was a year ago. USDA Chief Economist Joe Glauber and Department statistician Scott Shimmin has the details.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15892>

JOB AND EXPORTS FOCUS OF LATEST RURAL COUNCIL EVENT

Agriculture Secretary Tom Vilsack held a White House Rural Forum at the Wisconsin State Fair with businesses and community leaders, farmers and ranchers to explore ways federal, state and local officials can work together to improve economic conditions and create jobs. The forum is part of a series of meetings that are being held across the country this summer with senior Administration officials.

"The White House Rural Council is focused on creating good-paying jobs in Wisconsin and across America that help businesses grow and communities thrive," says Vilsack. "The best ideas come from the American people, so this Rural Forum gives me an opportunity to hear directly from Wisconsin residents about their ideas on how we can put people back to work and expand the rural economic base here and across the country."

The White House Rural Council is working collaboratively to build on the Administration's robust economic strategy for rural America and make sure that continued federal investments create maximum benefit for rural Americans. Secretary Vilsack is working to coordinate USDA programs across the government and encourage public-private partnerships to improve economic conditions and create jobs in rural communities. Today's event served as an opportunity to educate participants about USDA programs and other the resources across the federal government that can help rebuild and revitalize America's rural communities.

Contact: USDA Office of Communications 202-720-4623

For More Story Info: <http://www.usda.gov/newsroom>

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15886>

(August 3)

**AG SEC TELLS SCIENTISTS AND RESEARCHERS:
'SAFE FOOD IS A NATIONAL PRIORITY'**

Agriculture Secretary Tom Vilsack spoke at the annual conference of the International Association for Food Protection about the U.S. Department of Agriculture's ongoing efforts to safeguard American consumers from foodborne illnesses. Recent actions taken by the USDA to strengthen industry safeguards are aimed at improving the safety of the food Americans serve their families.

"With more than 330 billion meals served to Americans each year, the scale of the challenge to ensure safe food is enormous, but ensuring the safety of our food is USDA's top priority," says Vilsack. "USDA and our federal partners are collaborating more than ever before to improve and modernize the food safety system based on prevention. It is our duty to make sure that producers provide safe food, that consumers and others have the tools necessary to get safe food to their families, and that we're supporting the research and education needed to ensure advancements in the safety of our food."

Foodborne illness, or food poisoning, is a serious public health threat in the United States. The Centers for Disease Control and Prevention estimate that approximately 1 in 6 Americans—48 million people—suffer from foodborne illness each year, resulting in approximately 128,000 hospitalizations and 3,000 deaths annually.

During his first 100 days in office, President Obama created the Food Safety Working Group (FSWG), which developed three core principles to help guide food safety in the United States: prioritizing prevention, strengthening surveillance and enforcement, and improving response and recovery. For the full details of the USDA's variety of new measures to safeguard the public from foodborne illnesses, visit <http://www.usda.gov/newsroom>. The full text of Secretary Vilsack's speech is available [online](#).

Contact: USDA Office of Communications 202-720-4623

For More Story Info: <http://www.usda.gov/newsroom>

**USDA GRANT SUPPORTS NORTH CAROLINA STATE UNIVERSITY
LED RESEARCH TO REDUCE NUMBER OF FOOD-BORNE ILLNESSES**

Agriculture Secretary Tom Vilsack today announced research funding to North Carolina State University (NCSU) to study human noroviruses in an effort to design effective control measures across the food supply chain and reduce the number of food-borne illnesses caused by viruses. Vilsack announced the \$25 million grant to NCSU today while speaking before the annual conference of the International Association for Food Protection in Milwaukee.

"There is no more fundamental function of government than keeping its people safe from harm, and this grant will help us understand how human noroviruses are transmitted and survive in food, and ultimately strengthen our efforts to control them," said Vilsack. "Enhancing our understanding of human noroviruses is the first step toward reducing the number of food-borne illnesses they cause."

Human noroviruses cause more than 21 million illnesses each year, and more than half of all food-borne disease outbreaks are due to noroviruses. Noroviruses spread from person to person, through contaminated food or water, and by touching contaminated surfaces. The major foods at risk for contamination are molluscan shellfish, fresh produce and foods that are extensively handled just prior to consumption. Despite being the major cause of food-borne illnesses, most public health officials, food industry workers and consumers believe that bacteria are the leading cause of illness. This project seeks to raise awareness of the importance of noroviruses and develop methods to control contamination and reduce the number of illnesses.

With the \$25 million grant from NIFA, NCSU food science professor Lee-Ann Jaykus will lead a team of researchers to establish the USDA-NIFA Food Virology Collaborative to increase understanding of the viruses; educate producers, processors and food handlers on safe handling and preparation of food; and develop control and management strategies to reduce food contamination in pre- and post-harvest environments. For details on how the project will work visit <http://www.usda.gov/newsroom>.

In addition to NCSU, the team will be led by scientists at Clemson University, Baylor College of Medicine, Emory University and the National Foundation for the Centers for Disease Control and Prevention. In total, the team will include more than 30 collaborators from across academia, industry and government.

The coordinated agricultural project (CAP) grant was awarded through USDA's Agriculture and Food Research Initiative (AFRI) and administered through NIFA. AFRI food safety grants promote and enhance the scientific discipline of food safety, with an overall aim of protecting consumers from microbial, chemical, and physical hazards that may occur during all stages of the food chain, from production to consumption.

Contact: Jennifer Martin (202) 720-8188

For More Story Info: <http://www.usda.gov/newsroom>

FARM LOANS PROVIDE FIRST OPPORTUNITY FOR SOME

Farm Service Agency loan programs are providing help in rural America for ag producers and small business. The USDA's Farm Service Agency Administrator Bruce Nelson gives the details.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15866>

HELPING SURVIVING CATTLE SURVIVE HEAT STRESS

Feedlot operators and cattle producers have some valuable tips to remember to help their heat stressed herd survive a record setting summer in some places. Tyler Melroe of South Dakota State University Extension provides some tips for feedlot operators and cattle producers to help their herds recover from heat stress.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15879>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15880>

(August 2)

EXPERTS SAY BE SURE TO COOK GROUND POULTRY PRODUCTS PROPERLY

If you are cooking ground turkey or any type of ground poultry product, proper cooking and handling can help you avoid any type of problem with bacteria. Diane Van with the USDA's Food Safety and Inspection Service offers some help tips.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15874>

THE CONNECTION BETWEEN IMMIGRATION AND AMERICA'S FOOD SUPPLY

Agriculture Secretary Tom Vilsack tackled the topic of immigration during a visit with FFA state leaders. He called on members of the Future Farmers of America group to take the lead on immigration reform. The Secretary also talked about moving agriculture along versus allowing immigration issues to slow agriculture's progress.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15856>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15854>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15855>

USDA TO PROVIDE ASSIST TO SOUTHWEST SMALL BUSINESS OWNERS AS THEY WORK TO CONTRACT WITH FEDERAL DEPARTMENTS

The free event "Building Partnerships – Revitalizing America" in Albuquerque, New Mexico this September will teach small business owners how to grow and support their businesses by partnering with the Department of Agriculture (USDA) and the Department of the Interior (DOI). Topics include acquisition needs and opportunities, prime contracting and subcontracting opportunities, business development resources, and more. As part of a continuing effort to increase small business contracting participation by enhancing the competitive posture of small businesses and small farmer-owned cooperatives, there will also be a workshop dedicated to contracting opportunities in rural America.

Additionally, there will be an opportunity to meet one-on-one with USDA and DOI small business contracting specialists during a half-day "matchmaking" event.

The conference, hosted by the Department of Agriculture in partnership with the Department of the Interior will be held Thursday, September 15, 2011, from 8:30 a.m. to 4:00 p.m. at the Albuquerque Convention Center, 401 Second Street Albuquerque, NM 87102.

There is no conference fee. Pre-registration is preferred with onsite registration available. Please register at www.doi.gov/osdbu by September 2, 2011. For further information please call toll free: 1-877-375-9927.

Contact: Joe Ware (202) 690-3837

For More Story Info: <http://www.usda.gov/newsroom>

Contact: USDA Office of Communications 202-720-4623

For More Story Info: <http://www.usda.gov/newsroom>

For Radio Story:

(August 1)

HEAT DEATHS SPUR INTEREST IN THE USDA'S LIVESTOCK INDEMNITY PROGRAM

Producers who are losing livestock to the heat, and who qualify, can get some compensation for those losses. Juan Garcia, Acting Deputy Administrator of USDA's Farm Service Agency explains that one requirement for the Livestock Indemnity Program is timely reporting of livestock deaths.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15858>
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15857>

WHITE HOUSE RURAL ROUNDTABLE HELD IN LOUISIANA FOR PRODUCERS TO DISCUSS CONSERVATION AND ECONOMIC GROWTH

Agriculture Deputy Under Secretary for Natural Resources and Environment Ann Mills met with Louisiana farmers and ranchers to discuss conservation programs and explore ways federal, state and

local officials can work together to improve economic conditions and create jobs. The meeting is part of a series of Rural Roundtables that are being held across the country this summer with senior Administration officials on behalf of the White House Rural Council.

"Louisiana's farmers and ranchers play major roles in sustaining the nation's economy and in protecting and preserving the state's natural resources," Mills said. "It was exciting to hear directly from them and others about the different ways we can work together to address natural resource concerns and better implement conservation programs."

The meetings give an opportunity for government leaders to hear directly from business leaders around the country about their ideas on how to grow the economy. This exchange also is intended to educate business and community leaders about USDA programs and other the resources within the federal government to help them compete and expand.

As chair of the Rural Council, Secretary Vilsack is working to coordinate USDA programs across the government and encourage public-private partnerships to improve economic conditions and create jobs in rural communities. The White House Rural Roundtables are an opportunity for government leaders to hear directly from rural residents from around the country about their ideas on how to grow the economy. This exchange is also intended to educate participants about USDA programs and other the resources within the federal government. USDA, through its Rural Development mission area, administers and manages housing, business and community infrastructure and facility programs through a national network of state and local offices to improve the quality of life in rural America.

Contact: USDA Office of Communications 202-720-4623

For More Story Info: <http://www.usda.gov/newsroom>

THE LEGACY OF LEGACY PESTICIDES IN THECHESAPEAKE BAY WATERSHED

Pesticides that were banned years ago may still be affecting air, water, and soil quality in a major watershed in the Eastern US. Laura McConnell of USDA's Agricultural Research Service explains the best way to reduce the threat of legacy pesticides within one of the nation's largest watersheds.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15848>

<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15849>

SMOKEY BEAR GOES HIGH TECH

A new smart phone app is being combined with radio and TV ads to spread Smokey Bear's message about wildfire prevention.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15850>

For more agriculture news go to www.usda.gov and click Newsroom on the toolbar.

Also, check out the [USDA Blog](#)



FROM OUR RADIO SERVICE

AGRICULTURE USA CD # 32.11 – A common horse virus recently made the news due to an outbreak in the Western US. A veterinarian says simple biosecurity measures can be used to prevent the spread of this illness among equines, but not along the lines one might think of biosecurity. Rod Bain explains in this edition of "Agriculture USA".

CONSUMER TIME CD # 32.11 – Giving Small Businesses Some Extra Help. The Value Of The Market Access Program. Garden Plants ... The Beautiful ... The Delicious. Smokey Bear Updates Part Of New Ad Campaign. Teens Volunteering To Build A Job Resume.

AG UPDATE CD # 32.11 – Facing Immigration Reform Head On. A Visit To A Free Range Hog Operation. Growing Pains To The Bison Industry. Legacy Pesticides And Their Legacy In A Major Watershed. Preventative Measures Against Equine Herpes.

UPCOMING ON THE USDA RADIO NEWSLINE – August 9 – Crop Weather (WAOB). August 11 – Crop Production Reports (NASS) and World Agricultural Supply And Demand Estimates (ERS – WAOB). August 12 – Oil Crops, Rice, And Cotton Outlooks (ERS – WAOB); US Agricultural Trade Date Update (ERS). August 15 – Wheat And Feed Grain Outlooks (ERS – WAOB); Crop Progress Report (NASS). **These are USDA reports we know about in advance. The Radio Newsline carries many stories every day that are not listed in this lineup.**

Access the Radio Newsline at 202-720-6776, 5PM ET or go to www.usda.gov, click on Newsroom at top of page, scroll down on right side of page to Radio and TV. Then click on Daily Radio News Service or Weekly Radio Feature Service. Questions on USDA Radio's Features, fax name, station, and address to 202-690-2165.

FROM OUR TELEVISION SERVICE

Preventing Runoff Into The Mississippi River

Keeping farm field runoff from reaching the Mississippi River is the focus of a U.S. Department of Agriculture conservation effort

YouTube: http://www.youtube.com/watch?v=AFtdTnyTUZ0&feature=channel_video_title

A new TV feature is available on the USDA FTP site

Filename: missouri mrbi

Download instructions:

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

User name: usdanews

Password: Newscontent1

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

WIND STORM CAUSES FOUR EASTERN CENTRAL IOWA COUNTIES SEVERE DAMAGE – Winds reaching over 100 miles per hour struck Monday July 12th through Story, Marshall, Tama and Benton Counties. **Chet Hollingshead** (Iowa Agribusiness Report on WHO-HD - Des Moines, Iowa www.whotv.com/) reports, “Corn was flattened as high profile structures such as grain bins, high line poles and grain legs were toppled.” A quick cleanup process resulted within days, the corn starting to emerge, but the top end yields in those major producing counties in Iowa have been leveled off due to green snap issues.

Roger Elmore ISU extension agronomist says, “Yield loss on green snap events like this can be 10 to 30 percent.” Further states **Elmore**, “The producers did have a few things to be thankful for. The ground was moist which allowed the corn to lean over instead of just snapping off, and since the event took place before tasselling the corn was able to grow towards the sun again.” Another issue facing producers, reports **Hollingshead**, “All those acres have goosnecking issues and growers will take more time harvesting the crop.” Given all of that, storage is now the present pressing problem. “Many of the coop’s lost large grain bins and farmers lost large grain bins as well, and there is not enough construction crews to get it all rebuilt by harvest time.” This is a challenge growers in that area will have to work to overcome this year.



Chet Hollingshead works with farm broadcaster **Ken Root** on the Iowa Agribusiness Report out of Des Moines. **Hollingshead** is a new voting member of NAFB.

CROSS COUNTRY HEAT AND LACK OF MOISTURE IMPACT CROPS – “I traveled to Centreville, Maryland last week to speak at the Maryland Commodity Classic, attended by 250 wheat, corn and soybean farmers,” says **Orion Samuelson** (WGN Radio & RFD-TV - Chicago, IL www.wgnradio.com and www.rfdtv.com/). He adds that like the Midwest area, Maryland farmers, ranchers and producers, too, were concerned about the excessive dryness and rain shortage issues. “Poultry is king in the area and I learned a great deal about challenges facing the industry because of over-production, rising feed costs and low prices. I learned one other thing, how to dissect a Maryland crab.” At the end of the day the group feasted on some of Maryland’s most noted commodities ... crabs. After a local expert taught him how to use a knife and a wooden mallet to get to the crab meat, **Samuelson** says he’s available to demonstrate his technique!

COUNTY & STATE FAIRS ARE IN FULL SWING – **Orion Samuelson** (WGN Radio & RFD-TV - Chicago, IL www.wgnradio.com) got a pleasant surprise at one of the Chicagoland fairs. The Lake County Fair surprised **Samuelson** with a Lifetime Achievement Award. “During my 50 years on the air at WGN, I probably did our live WGN Noon Show with a band broadcast from the Fair at least 20 times.”

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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call (800) 795-3272 (voice), or (202) 720-6382 (TDD).*