



Letter No. 3637
Friday, October 7, 2011
Creative Media & Broadcast Center
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BROADCASTERS LETTER

#3637

Friday, October 7, 2011

(October 6)

HUGE U.S. SALES COULD COME THIS WEEKEND FROM THE MOSCOW AG TRADE SHOW

This weekend dozens of U.S. agricultural firms will be in Moscow at a big trade show, lining up buyers for their products.

For Radio Story: [Big Moscow ag trade show this weekend could bring big U.S. sales](#)

TIPS ON PREVENTING THE SPREAD OF LISTERIA AT HOME

While the temperature outside may be dropping, that doesn't mean you should relax as far as ensuring foods stay cool when inside. Unlike most bacteria, *listeria* germs can grow and spread in the refrigerator and if they do, the consequences could be serious. Elaine Lidholm with the Virginia Dept. of Agriculture and Consumer Services explains why a lot of foodborne illnesses go under reported.

For Radio Story: [Preventing the spread of listeria at home](#)
[Don't let listeria take over your refrigerator](#)
[ACTUALITY: Why foodborne illnesses often go unreported](#)

MAJOR LEAGUES CUT BROKEN BAT PROBLEMS WITH THE HELP OF THE FOREST SERVICE

As we finish the playoffs and get ready for the World Series, you may notice fewer dangerous broken bat incidents this year than in the last few years ... and here's why. David Kretschmann, research engineer at USDA's Forest Products Laboratory in Madison, Wisconsin, saying that he and his team have succeeded in helping to cut the number of dangerous broken bat incidents in Major League Baseball games. Kretschmann adds that, as a result of Forest Service work on the broken bat problem, baseball bat makers are doing a better job producing top quality bats for Major League Baseball.

For Radio Story: [Forest service helps major leagues cut broken bat problems](#)
[ACTUALITY: Researchers help cut dangerous broken bat incidents](#)
[ACTUALITY: Baseball bat makers getting help in making a safer bat](#)

(October 5)

OBAMA ADMINISTRATION ANNOUNCES JOB-CREATING GRID MODERNIZATION PILOT PROJECTS

There are seven transmission projects across 12 states aimed at increasing grid reliability and integrate renewable energies. Demonstrating its commitment to job creation and modernizing America's infrastructure, the Obama Administration today announced it would accelerate the permitting and construction of seven proposed electric transmission lines. This move will speed the creation of thousands of construction and operations jobs while transforming the nation's electric system into a modern, 21st century grid that is safer and more secure, and gives consumers more energy choices.

These projects will serve as pilot demonstrations of streamlined federal permitting and increased cooperation at the federal, state, and tribal levels. Project developers expect that the streamlined projects will increase grid capacity and create thousands of jobs in Arizona, Colorado, Idaho, Minnesota, New Mexico, Nevada, Wyoming, Utah, New Jersey, Pennsylvania, Oregon, and Wisconsin.

Building electric transmission lines involves coordination among multiple federal, state, and tribal agencies subject to permitting, review, and consultation. Improving the overall quality and timeliness of these procedures enables the federal government to help expedite new transmission lines. Adding necessary transmission infrastructure will integrate renewable electricity sources into the grid, accommodate the growing number of electric vehicles on America's roads, help avoid blackouts, restore power more quickly when outages occur, and reduce the need for new power plants.

"USDA's collaboration with other agencies to build electric transmission will help to meet our country's electric needs in the 21st century," Vilsack said. "These infrastructure projects will also create jobs and opportunities that will strengthen our economy to benefit households and businesses throughout the country."

For a map of the transmission line pilot projects please visit: www.doe-etran.us. For more information on the Rapid Response Team for Transmission please visit:

<http://www.whitehouse.gov/administration/eop/ceq/initiatives>. For more information on the Memorandum of Understanding please visit:

http://www.whitehouse.gov/administration/eop/ceq/Press_Releases/October_28_2009

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For Radio Story: [New transmission line projects could mean more jobs](#)

[ACTUALITY: How new transmission line projects will create jobs](#)

FUNDING TO CREATE JOBS AND IMPROVE RURAL WATER SYSTEMS

Agriculture Secretary Tom Vilsack announced funding for rural water projects to create jobs and improve rural water and wastewater systems in 26 states. The announcement was made on Secretary Vilsack's behalf by Jonathan Adelstein, USDA Rural Development's Rural Utilities Service (RUS) Administrator. Adelstein made the announcement during remarks at the State and National Rural Water Association's H2O XPO in Louisville, Ky.

"Clean water is a basic necessity for the health and economic growth of our rural communities," Vilsack said. "Constructing and improving rural water systems benefit communities by providing reliable access to clean water and create jobs that strengthen economies."

For example, the Town of Marion, Miss., will receive \$3.7 million to provide sewer treatment for residents of rural Lauderdale County. The USDA funds will be used to install approximately 14 miles of sewer lines and three lift stations for sewer treatment at reasonable rates and terms. In addition to directly

benefitting the thousands of residents in that county, this project is a catalyst necessary for economic development in that county.

In Texas, Skywater Water Supply Corporation in Castro County will receive \$1 million to build a new water system. The existing system was shut down in 2009 when the wells failed, forcing residents to haul water over 10 miles. The funds will also be used to build storage facilities and four miles of new distribution line to benefit rural residents.

The \$66.7 million in loans and \$48.9 million in grants are provided by the USDA to help rural communities build and upgrade rural water systems. RUS funding will provide thousands of new connections to water and wastewater facilities, improve water quality and increase the efficiency of water use, while reducing reduce. Funding for distribution cooperatives, which provide power to consumers, will benefit over 15,000 rural businesses and residents. For a complete list of projects funded, [click here](#).

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

For More Story Info: [Latest USDA News Releases](#)

THE USDA ANNOUNCES SPECIALTY CROP GRANTS AIMED AT STRENGTHENING AGRICULTURAL ECONOMY

In releasing this year's Specialty Crop Block Grant Program recipients, the USDA is hoping to spark new markets and job creation, while expanding production of healthy, safe, and affordable food. Bruce Grim, Executive Director of the Washington State Horticultural Association talks about a food safety education program for fruit growers in his state. Also, Bill Brim, President of Lewis Taylor Farm tells how fruit and vegetable growers have participated in various useful seminars thanks to specialty block grants

For Radio Story: [Specialty crop grants aimed at strengthening agricultural economy](#)

[ACTUALITY: Specialty grant funds help food safety education program](#)

[ACTUALITY: Fruit and veggie growers learn from block grant seminars](#)

USDA ANNOUNCES WINNERS IN SUMMER FOOD SERVICE PROGRAM STORY AND PHOTO CONTEST

The USDA's Food and Nutrition Service announced the winners of the first ever [Summer Food Service Program](#) (SFSP) "*Food, Fun and Sun!*" Story and Photo contest to highlight how the program provides free, healthy meals to children in low-income areas during the summer. Launched earlier in the summer, USDA received over 100 submissions representing sponsors and sites in over forty states.

"We must do all we can to ensure that children get nutritious food during the summer so they are ready to learn and succeed during the school year. The organizations that participated in the contest demonstrate the commitment that people in many communities have made to reach this goal." said Kevin Concannon, USDA Undersecretary for Food Nutrition and Consumer Services. "All organizations participating highlighted the critical role of the Summer Food Service Program in ending childhood hunger by providing our children the nutrition needed to be healthy, active, and ready to win the future."

"*Food, Fun and Sun!*" showcases successful, model programs in four categories to share with SFSP sponsors and sites across the country. Photo contest categories and winners include:

- Volunteers: Using volunteers to support their work: Youth and Family Services (Rapid City, SD)
- Older Children: Addressing hunger among older kids, aged 12-18: Boys and Girls Club of Ada County (Boise, ID.)
- Rural: Successful programs in rural areas: Running Strong (Eagle Butte, SD)
- Creative: Programs that "think outside the box" serving kids and teens: Kinsley Library, (Kinsley, KS)

For more details about the *Food, Fun and Sun!* Summer Food Service Program Story and Photo Contest including winning submissions, please visit the SFSP Contest webpage at

<http://www.fns.usda.gov/cnd/summer/contest/default.htm>

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

(October 4)

**COMMUNITY FACILITIES INVESTMENTS TO CREATE JOBS AND
BOOST ECONOMIC DEVELOPMENT IN RURAL COMMUNITIES**

The funding is to support, repair or build community centers, health care facilities, and bring public safety vehicles to rural areas. Agriculture Secretary Tom Vilsack announced investments in 33 states and one territory that will create jobs and improve the quality of life in rural communities across the nation.

"These projects not only provide needed infrastructure in rural communities, they contribute to the Obama administration's continued efforts to create quality jobs and improve the nation's economy," Vilsack said. "The projects announced today will help strengthen facilities and amenities in rural towns and small cities."

For example, the city of Blockton, Iowa, was selected to receive a \$50,000 grant that will be used to purchase a fire truck. Currently, the fire department has just one pumper truck to cover a 70 square mile area. Also in Iowa, the city of Akron was selected to receive a \$4 million direct loan that will be used to help build a 45-bed nursing home. In addition to the jobs created as a result of the construction, the project will save 60 existing, permanent jobs.

In Gray, Ky., KCEOC Community Action Partnership, Inc. was selected to receive a \$50,000 grant to replace a roof on a child development and community center in Harland County, a persistent poverty county. The center has 88 children enrolled in its programs and community groups use the center for community, educational and recreational activities.

The announcement is part of a series of rural infrastructure investments expected by Secretary Vilsack during the next two weeks. This effort supports the goal of the American Jobs Act, which makes critical infrastructure improvements to put people back to work immediately. For a complete list of projects, please [click here](#).

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

**USDA INVESTING MORE FOR RURAL ECONOMIC
DEVELOPMENT AND JOBS**

The USDA is announcing funding for dozens of projects to boost rural economies.

For Radio Story: [USDA investing more for rural economic development and jobs](#)

(October 3)

**AGRICULTURE SECRETARY TOM VILSACK COMMENTS ON SUBMISSION OF
KOREA, COLOMBIA AND PANAMA TRADE AGREEMENTS**

Agriculture Secretary Tom Vilsack's comments address the benefits to the U.S. agricultural economy.

"Congress must now take action on an important part of President Obama's jobs agenda: new trade agreements with Colombia, Panama and South Korea and trade adjustment assistance to help train workers for the 21st century economy. When approved, these agreements will clear the way for new

American exports around the world, help create jobs and provide new income opportunities for our nation's agricultural producers, small businesses, and rural communities. For American agriculture, passage of these agreements means over \$2.3 billion in additional exports, supporting nearly 20,000 jobs here at home.

Congress should work swiftly to pass these trade agreements. Currently, Korea, Colombia, and Panama have approved or are negotiating trade agreements with a host of other nations. Completing our agreements will level the playing field and secure markets for America's farmers, ranchers, growers, and producers ahead of competitors in the global marketplace.

Over the past two years, as the nation has rebounded from the worst recession in decades, American agriculture has shattered trade records and created jobs. And these agreements will build on that success, helping provide higher incomes for producers, more opportunities for small businesses owners and jobs for folks who package, ship, and market agricultural products. If we're going to get America working again, then these trade agreements are critical. We cannot afford to leave these jobs on the table."

Fact sheets on how all three trade agreements will benefit U.S. agriculture are available here: [Korea](#), [Colombia](#) and [Panama](#).

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

For More Story Info: [Latest USDA News Releases](#)

For Radio Story: [Vilsack says free trade agreements would help producers](#)

[ACTUALITY: congress to consider helping workers displaced by trade](#)

[ACTUALITY: Vilsack hoping for fast approval of trade agreements](#)

INVESTMENTS TO SUPPORT ECONOMIC DEVELOPMENT AND JOB CREATION IN RURAL AMERICA

Agriculture Secretary Tom Vilsack announced funding awards supporting rural communities, to help create jobs and build regional economies in 34 states. "The funds I am announcing today will help local business leaders, communities, and disadvantaged agricultural producers take more of a collaborative and regional approach toward jobs creation, business development, and economic growth," said Vilsack.

Projects funded as part of the USDA's regional initiative will focus on strategic planning activities to improve economic conditions in rural areas, particularly in underserved communities. The initiative will help communities to connect and cluster their economies geographically based on their self-identified strengths, so they are able to increase productivity and build more robust, sustainable economies.

The Secretary announced investments through the Rural Business Opportunity Grants (RBOG) program which supports regional planning activities to improve economic conditions in rural areas; the Small and Socially-Disadvantaged Producer Grant program, and the Rural Economic Development Loan and Grant program, which support job creation efforts, business development and strengthens economic growth in rural communities. For project examples click [here](#).

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

For More Story Info: [Latest USDA News Releases](#)

THE MY PLATE IMAGE IS UNVEILED IN SPANISH: MI PLATO

The USDA's Center for Nutrition Policy and Promotion nutritionist Patricia Carrera MacNeil talks about how My Plate serves as a visual reminder on improving one's diet. **ACTUALIDAD: EL IMPACTO DE LA SELECCIÓN DE LOS ALIMENTOS EN UN PLATO SIMPLE:** Patricia Carrera MacNeil, nutricionista del Centro de Políticas y Promoción de Nutrición habla de cómo MiPlato sirve como una ayuda visual y nos recuerda cómo mejorar nuestra dieta. **ACTUALIDAD: LA IMPORTANCIA DE MIPLATO PARA LA**

COMUNIDAD HISPANA: Patricia Carrera MacNeil, nutricionista del Centro de Políticas y Promoción de Nutrición explica el impacto de MiPlato, la version en español. (Note: The soundbites are in Spanish)

For Radio Story: [ACTUALITY: The impact of a simple plate on food selection](#)
[ACTUALITY: The importance of my plate in the Hispanic community](#)

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



[The Latest USDA Blog Posts](#)

Secretary's Column **(OC)**
Grain Transportation Data **(AMS)**
National Cooperative Month **(RD)**
World Vet Year: Dr. Sunny Geiser on World Veterinary Year 2011 **(APHIS)**
Specialty Crop Block Grants **(AMS)**
Vinamilk exemplifies thriving agricultural partnership between U.S. and Vietnam **(FAS)**
Partnering in Virginia to Restore an Important Southern Ecosystem **(NRCS)**
Farm Credit: Celebrating Co-op Month and 95 Years of Service **(RD)**

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On October 11)

AGRICULTURE USA CD # 41.11 – Major League Baseball has been concerned since 2008 about the rising number of injuries to players, umpires and fans resulting from broken bats. Now, as we get ready for the 2011 World Series, researchers have come up with some answers as to why broken bat incidents have been going up and some ways to reverse the trend. Gary Crawford has the latest on this edition of AGRICULTURE USA.

CONSUMER TIME CD # 41.11 – Do We Believe We Are Eating Better Than We Really Are? Fruit Prices Like Other Commodities – Up. The Whole Grape And Colon Cancer Prevention. What It Takes To Start A Vineyard. The Gardeners Trick Of Forcing Flower Bulbs.

AG UPDATE CD # 41.11 – Congress Now Has Those Pending Free Trade Agreements. USDA Helps New Farmers And Ranchers Thrive. A Historic Ag Trade Mission To Vietnam. Rise In Aflatoxin Concern For Corn, Hog Providers. Farm Safety Message Not Just A Week Long Event.

UPCOMING ON THE USDA RADIO NEWSLINE – October 18 – Livestock, Dairy, and Poultry Outlooks (ERS-WAOB); Crop Weather (WAOB). October 21 – Cattle On Feed Report (NASS) October 24 – 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.

FROM OUR TELEVISION SERVICE

Value of Urban Forests

New software helps determine the value of urban forests

A new TV feature is available on the USDA FTP site

Filename: ltree feature

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

YouTube: [USDA on You Tube - Value of Urban Forests](#)

Video Podcast: [USDA Video Podcast - Value of Urban Forests](#)

RSS Feed: [USDA RSS Feed - Value of Urban Forests](#)

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>

MiPlato Unveiled For Hispanic Community

A Spanish version of MyPlate has been released to help with healthy food choices

New TV actualities and broll are available on the USDA FTP site

Filenames:

MiPlato Vilsack and Benjamin

MiPlato Spanish bites

MiPlato Broll

Download instructions:

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

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Password: Newscontent1

The new files are in QuickTime Movie (H.264)

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

OFF MIKE

IT'S OCTOBER AND THE SOUTHERN DROUGHT IS STILL BEING FELT – “The on going drought here in the mid-south has cost Louisiana farmers and ranchers close to 400-million dollars (so far),” says **Don Molino** (LA Agri-News Network - Baton Rouge, Louisiana [Louisiana Agri-News Network](#)). **Molino** adds that the biggest losses have come in the cattle industry where herds are having to be culled because there isn't enough hay for feed. There have also been reports of Texas cattlemen coming to Louisiana looking for hay and willing to pay as much as \$150 per bale. Load limits on Louisiana highways have been temporarily increased for 18-wheelers carrying hay so as much as possible can be moved to wherever it's needed.

4-H WANTS YOU TO STAY CONNECTED – They want to know if you are a USDA employee and 4-H alumnus. They want to know your story. This is part of celebrating National 4-H Week (October 2-8) and recognizing the positive impact of 4-H. The 4-H National headquarters, Division of Youth, and 4-H Institute of Youth, family and community (IYFC), USDA National Institute of Food and Agriculture (NIFA), and the USDA is interested in how did 4-H positively impact your life? Did 4-H contribute to your career path at USDA? Let them know by emailing your name and brief 4-H story to 4hhq@nifa.usda.gov.

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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