



Letter No. 3617  
Friday, May 20, 2011  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3617

Friday, May 20, 2011

**(May 20)**

### **USDA REMINDS PRODUCERS OF DEADLINE TO ENROLL FOR DIRECT AND COUNTER CYCLICAL PROGRAM OR THE AVERAGE CROP REVENUE ELECTION PROGRAM**

USDA Farm Service Agency acting Administrator Bruce Nelson reminds farmers and landowners that they have until Wednesday, June 1, 2011, to enroll their farms in the 2011 Direct and Counter-cyclical Program (DCP) and the Average Crop Revenue Election (ACRE) Program. More than 75 percent of an expected 1.7 million farms have already enrolled.

"The deadline to enroll farms in the 2011 Direct and Counter-cyclical Program and Average Crop Revenue Election Program is quickly approaching," says Nelson. "Producers who want to participate must act. Farmers and landowners must enroll their eligible farms no later than June 1, 2011, to take advantage of these important programs."

Producers who choose to participate in either the revenue-based ACRE safety net or the price-based DCP safety net must enroll their farms each year. All owners and operators who will share in the DCP or ACRE payments on the farm must sign the enrollment form (CCC-509) by June 1.

For more information on DCP or ACRE, contact a nearby FSA county office or visit the FSA website at [www.fsa.usda.gov/dcp](http://www.fsa.usda.gov/dcp).

Contact: Isabel Benemelis 202-720-6605

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### **THE U.S. IS STILL TRYING TO GET BEEF EXPORTS UP TO PRE BSE LEVELS**

Close, but no cigar....that's the situation for U.S. beef exports as producers continue to try to get those sales up to what they were before BSE was discovered in the U.S.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15310>

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## **RESTORING TEXAS COAST BIRD HABITAT**

A Natural Resources Conservation Service program is helping restore migratory bird habitat in an area hit with various disasters. Texas rice farmer Will Beaty explains how a Natural Resources Conservation Service program benefitted his operation as well as migratory bird species. Texas rice farmer Will Beaty says the Natural Resources Conservation Service's Migratory Bird Habitat Initiative has had unexpected benefits for multiple species and his own property.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15249>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15254>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15262>

**(May 19)**

## **AS USDA OFFICIALS VISIT SOUTHERN STATES AFFECTED BY NATURAL DISASTERS, THEY WILL ASSESS DAMAGES AND DISCUSS AVAILABLE ASSISTANCE WITH RURAL COMMUNITIES**

The USDA's Rural Development Under Secretary Dallas Tonsager and Acting Under Secretary for Farm and Foreign Agricultural Services Michael Scuse began a two-day tour of Alabama, Arkansas, Louisiana, Mississippi, and Missouri, to meet with those affected by recent disasters.

"With assistance from USDA and other Federal agencies, the Obama Administration is working to help residents, farmers, ranchers and businesses that have been hard hit by recent floods and tornadoes," says Tonsager.

"Our hearts go out to all of those affected by the disasters," Scuse says. "Our first-hand assessments will allow us to identify the unique farm safety net and rural community development needs of the impacted region."

USDA agencies have been working for weeks with state and local officials, as well as individuals, businesses, farmers and ranchers, as they begin the process of helping to get people back on their feet. USDA offers a variety of resources for states and individuals affected by the recent disasters. Individuals can also apply for other types of federal disaster assistance at [www.disasterassistance.gov](http://www.disasterassistance.gov).

In rural communities, USDA's Rural Development will continue to work with existing individual and community borrowers that have been affected by a natural disaster to help them with their loans. With respect to loans guaranteed by Rural Development, borrowers should initially contact their lender for assistance.

For information on Rural Development info to FEMA regarding available housing vacant units and what the USDA's Farm Service Agency (FSA), Natural Resources Conservation Service (NRCS) and Food and Nutrition Service (FNS) provides go to <http://www.usda.gov/newsroom>.

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

For full story: <http://www.usda.gov/newsroom>

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## **MISSISSIPPI FARMERS STRUGGLING WITH HARSH REALITY OF FLOODING**

Farmers along the Mississippi river are struggling with the harsh reality of flooding. An historic Mississippi city faces flooding, and working to keep levees secure. Producers impacted by a spillway release and subsequent flood in Louisiana may find animals tearing up

remaining farm land. Louisiana agriculture producer Jimmy Self shares how the release of the Mississippi River water in the Morganza Spillway and subsequent flooding could lead to a flood of wildlife causing additional damage to ag land.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15333>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15330>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15326>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15328>

**(May 18)**

### **A FIRST HAND ACCOUNT OF MORGANZA SPILLWAY FLOOD DAMAGE**

Farmers in a Mississippi River flood plain in Louisiana are seeing how the release of waters from the spillway is impacting their lands. Lands damaged by the recent Mississippi River floods can receive a boost in restoration efforts through USDA's Natural Resources Conservation Service programs. There is concern the extreme weather conditions in some cattle producing states means increased placements of cattle into feedlots, despite tight supplies. The extreme weather in many cattle producing areas this spring could have short and long term impacts to the cattle markets.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15321>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15323>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15297>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15296>

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### **\$9.1 MILLION ALLOCATED TO FUND COLLABORATIVE PROJECTS FOR BAY-DELTA WATER USE EFFICIENCIES**

The Departments of the Interior and Agriculture are working together to leverage monies for water delivery agencies and agricultural producers in California's Central Valley. Combined the agencies will provide \$9.1 million in funding to five water/power delivery districts to save water, improve water management and create new supplies for agricultural irrigation.

"This cooperative effort is a concrete step forward in coordinating and leveraging federal actions to meet water supply needs while alleviating the ecological decline of the California Bay-Delta," says Deputy Secretary of the Interior David J. Hayes.

"USDA and Interior are working in tandem with partners in the Central Valley to ensure that water management and conservation efforts enhance water supplies for both rural and urban users," says Agriculture Deputy Secretary Kathleen Merrigan said. "This announcement today exemplifies President Obama's call to find creative and innovative ways for government to work better together."

As a result of the 2009 Interim Federal Action Plan for the Bay Delta, the Bureau of Reclamation – an agency of the Department of the Interior – and the Natural Resources Conservation Service (NRCS) – part of the Department of Agriculture – launched the cooperative pilot program to fund water use efficiency projects.

For a list of the recipients of the funding and more information go to <http://www.usda.gov/newsroom> and for more information on the WaterSMART program, please visit [www.usbr.gov/WaterSMART](http://www.usbr.gov/WaterSMART).

Contact: Interior Department of Communications 202-208-6416  
USDA Office of Communications 202-720-4623

For full story: <http://www.usda.gov/newsroom>

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## **TIPS ON STOPPING THE SPREAD OF THE GYPSY MOTH**

May is National Moving Month and the USDA's campaign to stop the spread of gypsy moth is in full swing. Stopping the spread of the pesky gypsy moth is easy. Just do an inspection. Greg Rosenthal with the Animal and Plant Health Inspection Service tells about the effect of a gypsy moth infestation on wildlife.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15318>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15324>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15319>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15320>

**(May 17)**

## **USDA ANNOUNCES GRANTS UNDER INTERNATIONAL FOOD ASSISTANCE PROGRAMS, 5.2 MILLION PEOPLE THIS YEAR EXPECTED TO BENEFIT**

The U.S. Department of Agriculture awards more than \$346 million in international assistance grants, which includes transportation and freight costs, under the Food for Progress and McGovern-Dole International Food for Education and Child Nutrition programs in fiscal year 2011, benefiting more than 5.2 million people.

"These two international food assistance programs support global food security and sustainable agriculture production in food-insecure nations, contributing significantly to the President's Feed the Future Initiative," says Agriculture Secretary Tom Vilsack. "But our efforts to support global food security are not just important to the many people around the world who do not have access to nutritious and safe food; they are also critically important to the sustainable economic growth of these nations, and the economic prosperity and national security of our own country."

The Food for Progress allocations include more than 232,000 metric tons of U.S. rice, wheat, vegetable oil, soybean meal, soybean oil, and corn, while the McGovern-Dole allocations include nearly 145,000 tons of U.S. beans, bulgur, cornmeal, corn soy blend, dehydrated potatoes, lentils, milled rice, nonfat dry milk, peas, soybean meal, textured soy protein, vegetable oil, and wheat. These commodities will be purchased on the U.S. market and donated by USDA to foreign governments, private-voluntary organizations, and intergovernmental organizations.

Food for Progress participants sell the donated U.S. commodities in recipient countries and use the funds generated to introduce and expand free enterprise in the agricultural sector of developing countries and emerging democracies. The projects are chosen based on their agricultural focus, program impact, proposal quality, commodity management, the implementing organization's capability and experience, and program alignment with host government and U.S. government country strategy plans.

McGovern-Dole participants either use or sell the donated U.S. commodities in recipient countries to help support education, child development, and food security in low-income, food deficit countries that are committed to universal education. For example, in Bangladesh, 350,000 children in more than 1,800 schools are being fed by the World Food Program with help from the McGovern-Dole Program.

USDA's Foreign Agricultural Service administers both the Food for Progress and McGovern-Dole programs. More information can be found at: <http://www.fas.usda.gov/food-aid.asp>. For more information on Feed the Future can be found at: <http://www.feedthefuture.gov>. Food for Progress: Fiscal Year 2011 Allocations go to <http://www.usda.gov/newsroom>

Contact: USDA Office of Communications (202) 720-4623  
For full story: <http://www.usda.gov/newsroom>

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### **FARM SAFETY NET WILL PROVE ITS WORTH AFTER FLOOD WATERS RECEDE**

The farm safety net of risk management, disaster programs and conservation programs will get a work out after flood waters recede. Flooded farmers will have help to restore their land. Farmers whose operations are covered by flood waters will have some assistance available to help them restore their lands, fences and conservation structures. Keith Latiolais, District Conservationist in St. Landry's Parish, Louisiana, describes some of the damage expected as flood waters come in and sweep over farms.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15306>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15305>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15304>

**(May 16)**

### **THE MORGANZA SPILLWAY OPENING AFFECTS MANY FARMERS**

Farmers and others in the path of waters from the Morganza Spillway knew that someday it might have to be opened and their homes flooded to avert a bigger disaster, but were hoping it would never happen. Colonel Ed Fleming, Commander of the New Orleans district of the Army Corps of Engineers, talking Saturday about the decision to open the Morganza Spillway north of New Orleans to protect millions of people downstream from devastating flood damage.

Louisiana farmers are sacrificing a lot in spillway opening. John "Sassy" Pourciau an official of Pointe Coupee parish in Louisiana saying his farmers are sacrificing what would have been an excellent income year in order to prevent massive destruction downstream.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15289>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15290>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15288>

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### **CATFISH INDUSTRY BRACES FOR FLOOD WATERS**

What could the catfish industry in the lower Mississippi River Valley face if flooding becomes an issue? Jimmy Avery of Mississippi State University Extension expresses where some of the potential areas of flood concern might be for his state's catfish producers and some of the potential impacts.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15292>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15291>

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### **IF YOU HAVEN'T NOTICED LIKE GAS PRICES, FOOD PRICES KEEP CLIMBING**

Food shoppers are continuing to see prices going up for almost everything, but last month overall food price inflation was less than for all items in the economy. Ricky Volpe, USDA

economist, compares the Consumer Food Price Index for this year with the same time last year ... looking at food at restaurants and at grocery stores.

For radio story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15294>  
<http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=15295>

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For more agriculture news go to [www.usda.gov](http://www.usda.gov) and click Newsroom on the toolbar.  
Also, check out the [USDA Blog](#)



## FROM OUR RADIO SERVICE

**AGRICULTURE USA CD # 21.11** – USDA Extension and 4-H programs provide several opportunities to support the spouses and children of military personnel. Rod Bain takes a look at some of these programs in this edition of "Agriculture USA".

**CONSUMER TIME CD # 21.11** – Feral Pig Concerns Grow As Fast As The Population. Good Vibrations For Sweet Potatoes. 4-H Youth Thrive In Better Health And Community Contribution. New Alliance For Food Safety Practices For Fresh Fruits And Vegetables. Rediscovering Cast Iron Cookware.

**AG UPDATE CD # 21.11** – The Importance Of Exports In US Trade Strategy. Safety Net Programs To Help Flooded Farmers. The Value Of Pesticides To Agriculture. A Look At The Developing Situation For US Wheat Growers. Low Stress For Animal And Handler With Special Techniques.

**UPCOMING ON THE USDA RADIO NEWSLINE** – May 24 – Crop Weather (WAOB). May 26 – Outlook For US Agricultural Trade (ERS). May 30 – NO NEWSLINE (Memorial Day Holiday). **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](http://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

### **Agriculture Secretary Vilsack Touts Trade Deals To Congress**

Agriculture Secretary Tom Vilsack talked trade and pending trade agreements with lawmakers

**YouTube:** [http://www.youtube.com/watch?v=0NeVq1kKOCc&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=0NeVq1kKOCc&feature=channel_video_title)  
**WMV:** <mms://ocbmtcwmp.usda.gov/content/bmtc/vnr/tradeCAP.wmv>

**A new TV feature is available on the USDA FTP site**  
**Filename:** vilsack testimony feat

**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](mailto: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



In Memorial

### THE NAFB AND AGRICULTURE COMMUNITY REMEMBER LINDSAY HILL –

On May 19<sup>th</sup> **Lindsay Nicole Hill** was unexpectedly take from us. She was killed in a traffic car accident. A native of rural DeGraff, Ohio, **Lindsay** was a farm girl with a passion for agriculture and communications. She successfully meshed the two into a prosperous career, starting very young working in agricultural radio, television production, sales and marketing.

After graduating from Riverside High School, **Lindsay** went to the Ohio State University where she majored in agriculture communications. An internship with ABN Radio, which she later became co-owner, was where **Lindsay** really got hooked. Here's what she says during a May 2009 *The Ag Career Women "Influential Women in Agriculture"* interview. "It was during my time at The Ohio State University that I began an internship with ABN Radio, working for the founder of the company Ed Johnson. It was through that experience that I discovered a genuine passion to serve the industry and a need for strong communicators within agriculture."

A keen entrepreneur, at 25-years-old she founded her own farm radio network. An ardent promoter of the of agriculture industry, **Lindsay** traveled extensively looking for interesting people and places to scope out the story.

In 2011 she was elected President (the youngest-ever elected to serve in that role) of the National Association of Farm Broadcasting, prior to that she served as Vice President. Among her most recent accomplishments was being named Agri-business Director for Ag Day Television and the U.S. Farm Report broadcast nationwide on the cable network RFD-TV.



I first met **Lindsay** when I came aboard the USDA Radio team in 2008 and covered my first NAFB Convention. At last year's Convention we shared a table during the

awards luncheon and she told me all that I had missed by not attending Sammy Kershaw's concert. We also talked shop a bit and got to know one another a little better. My last communication with **Lindsay** was April 19<sup>th</sup> via email. Always the efficient one, she was writing to solidify logistics for this year's Washington Watch.

*Susan,  
Hello there!*

*Now that I'm working in TV land, instead of radio I need to get in touch with someone about NAFB's upcoming Washington Watch. I'd like to get some one-on-one interviews with some folks while my video crew is there at USDA. I'm thinking maybe we can do that in the room adjacent to where we normally meet. We'll be using the interviews for Ag Day Television and U.S. Farm report.*

*Anyway – my question for you – is who in the Office of Communication should I speak with to try and make those arrangements. I've not had recent contact there for this sort of request.*

*Thanks so much Susan!*

**Lindsay Hill**  
**Agribusiness Director**  
**Farm Journal Media**



Lindsay will be sorely missed, but remembered for how she touched lives.

*The Hill Family requests those wishing to make contributions in Lindsay's memory do so to The Lindsay Hill Memorial Fund (482151) at [The Ohio State University Foundation](http://The Ohio State University Foundation), 1480 West Lane Avenue, Columbus, Ohio 43221.*

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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

Compiled and Edited by **Susan Carter**  
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