



Letter No. 3649
Friday, January 20, 2012
Creative Media & Broadcast Center
202-720-7079

BROADCASTERS LETTER

#3649

Friday, January 20, 2012

(January 20)

USDA SEEKS TO MODERNIZE POULTRY INSPECTION IN THE U.S.

In a shift that will save money for businesses and taxpayers while improving food safety, the U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) is proposing a modernization of young chicken and turkey slaughter inspection in the United States by focusing FSIS inspection resources on the areas of the poultry production system that pose the greatest risk to food safety. Inspection would focus on areas most critical to ensuring food safety, save taxpayers more than \$90 million over three years and lower production costs by more than \$256 million a year.

"The modernization plan will protect public health, improve the efficiency of poultry inspections in the U.S., and reduce spending," said Agriculture Secretary Tom Vilsack. "The new inspection system will reduce the risk of foodborne illness by focusing FSIS inspection activities on those tasks that advance our core mission of food safety. By revising current procedures and removing outdated regulatory requirements that do not help combat foodborne illness, the result will be a more efficient and effective use of taxpayer dollars."

Currently, some FSIS employees in poultry establishments perform several activities which are unrelated to food safety, such as identifying visual defects like bruising, while others conduct the critical inspection activities. Under the proposed plan, all FSIS inspection activities will focus on critical food safety tasks to ensure that agency resources are tied directly to protecting public health and reducing foodborne illnesses. Additionally, some outdated regulatory requirements are being removed and replaced with more flexible and effective testing and process control requirements. Finally, all poultry establishments will now have to ensure that their procedures prevent contamination in the production process and provide supporting data to FSIS personnel.

FSIS will continue to conduct on-line carcass-by-carcass inspection as mandated by law. This rule will allow FSIS personnel to conduct a more efficient carcass-by-carcass inspection with agency resources focused on more effective food safety measures. [Data collected by the Agency](#) over the past several years suggests that offline inspection activities are more effective in improving food safety. Inspection activities conducted off the evisceration line include pathogen sampling, and verifying that establishments are maintaining sanitary conditions and controlling food safety hazards at critical points in the production process. The proposal is posted on the FSIS website at www.fsis.usda.gov/regulations_&_policies/Proposed_Rules/index.asp

Contact: Office of Communications 202-720-4623 or FSIS Press Office 202-720-9113

For More Story Info: [USDA Newsroom](#)

For Radio Story: [Changes to Improve U.S. Poultry Inspections](#)
[New Proposed Food Safety Systems Will Save Taxpayer Money](#)
[Refocusing Food Safety Inspecting Tasks](#)

[ACTUALITY: 200 Poultry Plants Likely To Opt To New Inspection System](#)

SIGN UP BEGINS MONDAY ON TWO FARM PAYMENT PROGRAMS

Enrollment for the Direct and Counter Cyclical Payment and Average Crop Revenue Election Programs begins for FY 2012. Farm Service Agency Deputy Assistant Administrator Craig Trimm explains how the DCP and ACRE programs work, and how they work in the context of the 2008 Farm Bill.

For Radio Story: [Sign Up Begins Monday on Two Farm Payment Programs](#)

[ACTUALITY: On Direct and Countercyclical Program](#)

[ACTUALITY: On Average Crop Revenue Election Program](#)

PACKERS VERSUS FEEDERS, BUT IT'S NOT A FOOTBALL GAME

High prices for cattle and cattle feed are causing some unusual trading patterns in the beef markets. USDA economist Shayle Shagam puts into perspective.

For Radio Story: [Packers Vs. Feeders, But It's Not A Football Game](#)

(January 19)

NEW MEMBERS APPOINTED TO THE FOREST RESOURCE COORDINATING COMMITTEE

Agriculture Secretary Tom Vilsack appointed eight members to the Forest Resource Coordinating Committee, which provides advice on private forestry and USDA's programs that assist landowners in managing their forests. The appointed members are:

- Linda Casey, Prattville, Ala., representing state foresters from the Southern U.S.
- Mary Jane Packer, Trumansburg, N.Y., representing private forest landowners
- Rob Olszewski, Marietta, Ga., representing private forest landowners
- Michele Curtis, Perry, Fla., representing forest industry
- Amadou Diop, Mableton, Ga., representing conservation organizations
- Tom DeGomez, Flagstaff, Ariz., representing a land grant college or university
- Clifford Rushton, Olympia, Wash., representing a conservation district
- James Houser, Jacksonville, Texas, representing consulting foresters

The new committee members will be joined by the heads of four USDA agencies – the Forest Service, Natural Resources Conservation Service, Farm Service Agency and the National Institute of Food and Agriculture.

USDA is also soliciting nominations through March 2nd for an additional eight committee members to serve staggered terms from 1-3 years. These positions will represent the forestry, natural resources, and conservation sectors.

The USDA has a special interest in assuring that women, minority groups, and persons with disabilities are adequately represented on this advisory committee. The Forest Resource Coordinating Committee provides expert counsel on actions and funds allocation that enhance the diversity and public

benefits of forests. Important areas of focus include wildfires, natural disasters, disease outbreak, air and water quality, soil conservation, carbon storage and wildlife habitat.

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

(January 18)

DISASTER ASSISTANCE TO PRODUCERS AND COMMUNITIES IN 33 STATES AND PUERTO RICO

The total of \$308 million in funding will help producers, landowners and communities rebuild and repair damaged land after a year of extreme weather in 2011 including flooding, drought, tornadoes, and other natural disasters in 33 states and Puerto Rico. Funding is provided by the Natural Resources Conservation Service's Emergency Watershed Protection Program (EWP), as well as the Farm Service Agency's Emergency Conservation Program (ECP) and Emergency Forest Restoration Program (EFRP).

"Landowners, individuals and communities have endured incredible hardships because of the intensity and volume of natural disasters that have impacted their livelihoods. America's farmers and rural communities are vitally important to our nation's economy, producing the food, feed, fiber and fuel that continue to help us grow. This funding will help to rebuild communities, while states can use the funds to carry out emergency recovery measures. At the same time, this assistance keeps farmers on the farm, ranchers on the ranch, and landowners on their land, helping to keep American agriculture profitable," said Agriculture Secretary Tom Vilsack.

The Emergency Watershed Protection (EWP) will contribute \$215.7 million to provide financial and technical assistance to address public safety and restoration efforts on private, public and tribal lands. A list of states and their fiscal year 2012 EWP Program allocations can be viewed at <http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/landscape/ewpp>.

The Emergency Conservation Program (ECP) program will contribute \$80 million to producers to help remove debris from farmland, restore livestock fences and conservation structures, provide water for livestock during periods of severe drought, and grade and shape farmland damaged by a natural disaster. FSA county committees determine eligibility based on on-site inspections of damaged land and considering the type and extent of damage. For land to be eligible, the natural disaster must create new conservation problems.

The Emergency Forest Restoration Program (EFRP) program will provide \$12 million in payments to eligible owners of nonindustrial private forest (NIPF) land in order to carry out emergency measures to restore land damaged by a natural disaster.

A list of states and their fiscal year 2012 ECP and EFRP allocations can be viewed at http://www.fsa.usda.gov/Internet/FSA_File/20120108_ecp_efrp_table.pdf.

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

For More Story Info: [USDA Newsroom](#)

For Radio Story: [Farmers Getting Extra Help For 2011 Disaster Recovery And Cleanup](#)

[ACTUALITY: New Disaster Help Part of a Larger Farm Safety Net](#)

[ACTUALITY: Three USDA Programs Get More Money for 2011 Disasters](#)

THE AG SECRETARY CALLS FOR NEW FARM BILL TO HAVE A STRONG FARM SAFETY NET

Will budget cuts mean that the new farm bill will leave farmers without a financial safety net? Not if the Agriculture Secretary has anything to say about it.

For Radio Story: [Vilsack Calling for New Farm Bill to Have a Strong Farm Safety Net](#)

AGRICULTURE SECRETARY VILSACK HIGHLIGHTS ROLE OF AMERICAN AGRICULTURE IN PROVIDING FOR AIRLINE AND MILITARY FUEL DEMANDS

Agriculture Secretary Tom Vilsack led a business roundtable meeting and discussed the growing role American-produced biofuels is playing in the civilian aircraft and airline industry, and in the military. Representatives from Boeing Corporation, United Airlines, and Honeywell were in attendance.

"Advanced biofuels provide landowners, businesses, and communities throughout the country the opportunity to pursue new energy advancements that create jobs and build a stronger economy. By working with the commercial airline industry, USDA is supporting new markets for these fuels and encouraging further research and innovations that will help reduce our nation's dependence on foreign oil and lay a solid foundation for a strong rural economy," said Agriculture Secretary Tom Vilsack.

The biofuels industry continues to evolve and that there is a concerted effort to develop second and third generation advanced renewable fuels. Title IX of the 2008 Farm Bills initiated programs that included financial and technical support to expand production and use of biofuels, which the USDA is leveraging to support the developing industry.

Vilsack said that the United States is particularly well positioned to now transition to a broader bioeconomy, which includes production of aviation fuel in commercial quantities, and that the American farmer has logged substantial productivity gains over time to meet growing demands for food and fiber and now biomass. He also said that a robust rural economy will result by implementing the Obama Administration's vision for renewable fuel development which creates sustainable jobs by combining new markets, new technologies, and better use of available natural resources.

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

For More Story Info: [USDA Newsroom](#)

For Radio Story: [USDA Provides Biofuels Opportunity for Aviation Industry](#)

[ACTUALITY: Developing Biofuels for Airline and Military Fuel Demands](#)

(January 17)

USDA RURAL DEVELOPMENT HELPS TO PUT AMERICANS TO WORK

Highlights of USDA's Rural Development fiscal year (FY) 2011 report shows investments in job-creating businesses, infrastructure, and housing for Americans living in rural communities across the nation. The report estimates that RD investments created or saved about 440,000 jobs last year.

"The Obama Administration is focused on putting people back to work and putting money back into the pockets of working Americans," said Agriculture Secretary Vilsack. "At USDA we are partnering with businesses, non-profits, cooperatives, Tribes and local governments to do our part to stimulate economic activity and create an environment that grows jobs in rural communities."

Through RD's Business, Cooperative, Utilities and Housing programs, housing opportunities were provided for more than 143,000 families, community facilities were upgraded, the reliability of the electric grid was boosted, funding was renewed for energy projects, and through the Community Connect and other broadband programs, funds were made available for affordable, reliable Internet service to rural homes.

The largest portion of FY 2011 funding amounting to 63%, supported fee-generating loan guarantees that enabled private lenders to safely increase the pool of capital available in rural areas for credit-worthy businesses, communities, and homebuyers, without direct cost to the Government. For example, in Indiana, Morris Manufacturing and Sales Corp., a family-owned auto parts maker, used USDA business loan guarantees to restructure debt and expand. As a result, the firm rehired 100 laid-off workers and hired 44 additional workers.

About 34% of Rural Development investments last year were made in the form of secure, affordable direct loans that will be paid back to the government, with interest. Through its Rural Utilities programs Rural Development provided more than 800 direct loans to help small communities install or

upgrade water systems, dispose of waste and upgrade landfills to protect environmental quality. The USDA also provided technical assistance and training grants to communities to ensure that the newly installed systems are maintained.

Another 430 direct loans were made through the Community Facilities program to upgrade education facilities, emergency services, and hospitals across the nation. Rural Development also provided more than \$63 million in direct loans to help local organizations capitalize self-renewing revolving loan funds that last year assisted more than 1,000 small businesses like The Corner Clinic pharmacy in Oklahoma. In total, these relending programs are estimated to have helped local companies create or save nearly 20,000 jobs.

Last year, Rural Development also provided 2,000 rural businesses, farmers and ranchers with Rural Energy for America grants for up to 25 percent of the cost of energy efficiency and renewable energy projects. Funds were provided for a wide range of technologies to improve energy efficiency in systems ranging from water pumps to maple syrup production. Funds for cost-effective solar and wind projects were also provided, along with support for anaerobic digesters which protect the environment and reduce greenhouse gas emissions while generating electricity. For example, in Idaho, New Energy Two LLC, is collecting manure from nearby farms. The waste is converted into biogas, which fuels production of about 10.5 million kWh of electricity.

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

For More Story Info: [USDA Newsroom](#)

For Radio Story: [Rural Development Invests Billions And Saves Jobs](#)

[Rural Development Blueprint For Stronger Service Cuts](#)

[ACTUALITY: Rural Development Investments](#)

[A Personal Look At What Rural Development Money Can Do](#)

USDA OVERSEES HISTORIC AGREEMENT SIGNED WITH EPA AND STATE OF MINNESOTA ENCOURAGING FARMERS TO PROTECT RIVERS, STREAMS, AND LAKES

The U.S. Department of Agriculture signed a Memorandum of Understanding (MOU) with the Environmental Protection Agency and the state of Minnesota to develop a new state program for farmers designed to increase the voluntary adoption of conservation practices that protect local rivers, streams and other waters by reducing fertilizer run-off and soil erosion. Through this partnership producers, who undertake a substantial level of conservation activities to reduce nutrient run-off and erosion, will receive assurance from the state that their farms will meet Minnesota's water quality standards and goals during the life of the agreement.

"Establishment of this program will protect our water resources by providing assurances and incentives to participating farmers that their good deeds – their strong commitment to conservation – will be recognized. Farmers will know the rules of the game while the state, EPA and the public will know that this program will lead to cleaner water," said Agriculture Secretary Tom Vilsack. "Clean, healthy waters are essential to the health of our people and to our nation's farmers. I believe that local conservation efforts, like those supported through this MOU, are among the most effective means for improving water quality in our nation." said EPA Administrator Lisa Jackson. "Water and food are two of society's essential resources. Today, we are taking a bold step for a program which keeps agriculture a cornerstone of our economy and also protects the health of our rivers, lakes, and streams. It is vital that we have both. I also want to thank President Obama, Secretary Vilsack, and Administrator Jackson for their outstanding leadership in advancing this initiative. We look forward to a strong working partnership," said Minnesota Governor Mark Dayton.

The USDA and the EPA will offer support to Minnesota in developing its certainty process for water quality improvements on private agricultural lands and eligible tribal lands in high priority watersheds. While this idea is new to protection of water quality, "certainty agreements" have been successful for encouraging private landowners to conserve wildlife habitat. For example, USDA already has helped 11 Western states establish a certainty process to protect the sage-grouse, a candidate species for the Endangered Species List. The sage-grouse effort has been successfully, resulting in an

increase of the bird's habitat on ranch land in the West. Eventually, the USDA and its partners hope to duplicate this success in addressing water quality on agricultural lands across the nation.

The MOU signing is the first step toward developing the Minnesota Agricultural Water Quality Certification Program (AWQCP), designed to increase the adoption of recommended conservation practices to improve water quality on agricultural land. The MOU signing formalizes the state-federal partnership and confirms a joint commitment to developing and implementing the program.

After the MOU signing, Minnesota and its partners will establish a Technical Advisory Committee to develop the certification program that will support the state's water quality standards and goals. The committee will solicit input from stakeholders in designing criteria to provide certainty for producers who have voluntarily attained or maintained a certain level of water quality improvements on their agricultural land. Minnesota will test the program in several pilot watersheds.

Contact: Office of Communications (202) 720-4623

For More Story Info: [USDA Newsroom](#)

For Radio Story: [USDA and EPA Sign Conservation Agreement with Minnesota](#)

[ACTUALITY: Giving A Voice To Farmers About Conservation Practices](#)

CALIFORNIA CITRUS GROWERS COPING WITH ANOTHER FREEZE

California citrus producers are busy protecting their crops from yet another freeze.

For Radio Story: [California Citrus Growers Coping With Another Freeze](#)

(January 13)

**FUNDING FOR WATER QUALITY MARKETS
SEEKS PROPOSALS FOR PROJECTS
\$10 MILLION AVAILABLE FOR PROJECTS NATIONALLY**

When Agriculture Secretary Tom Vilsack announced the funding opportunity, he noted it will bring states, the USDA and other stakeholders together to enhance the effectiveness of water quality credit trading. The USDA's Natural Resources Conservation Service (NRCS) is providing up to \$10 million in Conservation Innovation Grants (CIG) for these projects, with up to \$5 million focused on water quality credit trading in the Chesapeake Bay watershed.

Water quality credit trading is a market-based approach to lowering the costs of reducing pollution, and has the potential to engage more farmers and ranchers in water quality improvement efforts through the implementation of more conservation practices on agricultural lands. Here's how it works, through water quality credit trading, a producer who implements conservation practices to reduce water quality pollutants can also benefit by generating water quality market credits that could be sold in an open market, which would reduce the costs of implementing and maintaining the conservation practices.

"For the first time USDA has offered funding specifically for water quality trading. We want to help states and other partners develop robust and meaningful markets," Vilsack said. "Our goal is to demonstrate that markets are a cost-effective way to improve water quality in places like the Chesapeake Bay watershed, and agricultural producers are critical to the function of these markets."

Click [here](#) for a list of NRCS requests CIG proposals for projects. The proposal project deadline is **March 2, 2012**. Another important date is **January 24th** when NRCS will host a webinar at 3 p.m. EST for prospective applicants. USDA officials and staff will discuss the goals of the program and answer questions about the request for proposals. For more webinar details please go to the [CIG website](#).

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

For More Story Info: [USDA Newsroom](#)

For Radio Story: [Money Available For Pilot Projects On Water Quality Markets](#)

[ACTUALITY: More Info On Water Quality Market Project Grants](#)

[ACTUALITY: A Timeline for Project Submission, Approval and Startup](#)

THESE DAYS MORE CONSUMERS SEEM TO BE BUYING ORGANIC FOODS AND RELATED PRODUCTS

A study reveals a lot about consumer attitudes about organic foods. Susan Carter has the details from Francisco Diez-Gonzalez with the Department of Food Science and Nutrition at the University of Minnesota.

For Radio Story: [More Consumers Are Buying Organic Foods](#)

THE WORLD IS ON TAP THIS YEAR TO PRODUCE A RECORD RICE CROP

Several rice producing nations around the globe are reporting excellent production already this year. World Agricultural Outlook Board Chair Gerry Bange explains why the season ending average price for rice is up over 2010-2011.

For Radio Story: [World to Produce Record Rice Crop](#)
[ACTUALITY: On Rice Price Estimates for This Year](#)

OBAMA ADMINISTRATION RELEASES ACTION PLAN TO ADDRESS OCEAN CHALLENGES

The Obama Administration released a National Ocean Policy action plan addressing the most pressing challenges facing ocean, coastal and Great Lakes resources. The draft requests comments on actions the U.S. Department of Agriculture and other federal agencies on the National Ocean Council will take to improve the health of the ocean, coasts and Great Lakes. These bodies of waters support tens of millions of jobs, contribute trillions of dollars annually to the national economy, and are essential to public health and national security.

The draft action plan will ensure the federal government targets its resources to more effectively and efficiently deliver results for Americans, including greater predictability for ocean users and better access to the latest science and information related to ocean health. The actions reflect ideas and input from industry, conservation groups, local officials, the public and other stakeholders who provided critical feedback to the National Ocean Council through two public comment periods and 12 regional listening sessions.

"How we treat our lands has a direct impact on the health of our oceans," said Agriculture Secretary Tom Vilsack. "The National Ocean Policy action plan will further USDA's collaborative partnerships to improve water quality through voluntary conservation efforts on private lands." The draft plan outlines key milestones, identifies responsible federal agencies and indicates the expected timeframe for completion of actions. For details of what's under the USDA plan click [here](#). To read the draft Implementation Plan and submit comments, please visit www.whitehouse.gov/oceans.

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.



[The Latest USDA Blog Posts](#)

USDA Announces Streamlines Access to Energy Investment Information (RD)
Oregon resident honored as Forest Service regional volunteer of the year (FS)
USDA Announces Streamlines Access to Energy Investment Information (RD)
Lesser Prairie-Chicken Initiative a Great Success on the Great Plains (NRCS)
Girls Raised in the South Regional Summit on Childhood Obesity (FNS)
Renewable Energy In Your Community (Secretary's Column)
Healthier US School Challenge Award in Georgetown, Texas (FNS)
Oregon resident honored as Forest Service regional volunteer of the year (FS)
US Forest Service trains fire brigades in the Brazilian Amazon (FS)
US Forest Service trains fire brigades in the Brazilian Amazon (FS)
Oregon resident honored as Forest Service regional volunteer of the year (FS)
Rural Development and Rural Water Relationship Celebrated (RD)
USDA Grant Helps Coffee Farmers Win Honduras' Cup of Excellence (FAS)
Helping Feed the Hungry for National Day of Service (FNS)
A Blueprint for Stronger Service at USDA (Secretary's Column)
A Day of Service (CFBNP)

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On January 24)

AGRICULTURE USA CD # 03.12 – A multi-lateral trade deal among nine Pacific Rim nations including the US has drawn significant attention around the globe. Rod Bain looks at why the Trans-Pacific Partnership could be the next big deal in this edition of "Agriculture USA".

CONSUMER TIME CD # 03.12 – How The Unemployed Spend Their Time. Expert Advice: Eat At Least Something For Breakfast. Experts Say Breast Feeding Has Many Advantages. Some New Year's Resolutions For New And Experienced Gardeners. Proper Horse Barn Heating In Winter Benefits Equines.

AG UPDATE CD # 03.12 – The TransPacific Partnership May Be A Big Deal, Rural Areas Are Leaders Now In Job Growth, USDA Looking For Project Ideas For Water Quality Trading, US And Mexican Sugar Trade And Its Connection, Concerns About Some South American Crops.

UPCOMING ON THE USDA RADIO NEWSLINE – January 24 – Crop Weather Report (WAOB). January 31 – Agricultural Prices 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

Uncertain Winter In The Offing

FTP Download instructions:

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

User name: usdanews

Password: Newscontent1

Filename: winter weather feature

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

YouTube: [USDA on YouTube: Uncertain Winter In The Offing](#)

Video Podcast: [USDA Video Podcast: Uncertain Winter In The Offing](#)

RSS Feed: [USDA RSS Feed: Uncertain Winter In The Offing](#)

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

VETERAN FARM BROADCASTER JEFF ISHEE HAS A NEW GIG – Long-time farm broadcaster **Jeff Ishee** (On The Farm Radio - Mount Sidney, Virginia <http://www.onthefarmradio.com>) says he has accepted a position as General Manager of the Rockingham County Fair Association in Harrisonburg, Virginia. Although it is a full-time position, **Ishee** tells us he will maintain his daily farm radio programs while stepping aside as host of the TV program 'Virginia Farming,' which airs weekly on numerous PBS stations and RFD-TV. He hosted the show for nine years. The show will continue with a new host. Meantime, **Ishee's** radio program airing on "On the Farm Radio" serves 22 affiliates in 5 states. He also produces a daily farm report for the flagship station of his network, WSVB AM 550 in the Shenandoah Valley.

"This is a dream come true," said Ishee, who has visited and produced remote radio broadcasts for several years at county and state fairs in the Mid-Atlantic Region. "You can't be involved with agriculture without being involved in county fairs. To lead this particular fair is a dream job."

Also of note, the Rockingham County Fair was selected by International Fairs and Expositions (IAFE) as the top fair in the nation in 2011 for agricultural exhibits and competition, winning this same award on 17 previous occasions.



RURAL AMERICA NOW HAS ITS OWN TV CHANNEL – Starting February 1st Rural TV makes its worldwide debut. The program will be "Rural America's window on Washington," said DC Bureau Chief **Patrick B. Haggerty** (RURAL-TV – Nashville, Tennessee <http://ruraltv.tv/>). **Haggerty** a native Chicagoan is excited for the upcoming launch and "reporting on the stories that the networks wouldn't cover in a 100

years.” He will host a daily primetime 30-minute agricultural news program. If his schedule permits, Agriculture Secretary Tom Vilsack will be **Haggerty’s** first guest

The Rural TV website indicates the channel offers a wide-range of programming for agribusiness professionals, farmers, equestrian enthusiasts and those with a passion for the rural lifestyle – including quilting, cooking and crafts. RURAL TV is available for distribution on satellite, cable, and IPTV platforms worldwide. RURAL TV is owned and operated by Rural Media Group, Inc. which operates RFD-TV.



BARN's MORNING AG NEWS

LOTS GOING ON IN COLORADO – Sunday, January 22nd, **Brian Allmer** (The BARN - The Brian Allmer Radio Network – Colorado www.BARNmedia.net) was at the 2012 National Western Stock Show, Rodeo & Horse Show in Denver, celebrating its 106th anniversary. **Allmer** is then off to do announcing duties at the Cattle Shows in the Stadium Arena. “NWSS wrapped up January 22nd, then its off to the 47th Annual Colorado Farm Show in Greeley from January 24th-26th, then I'll be back in Denver providing a live video webcast of the 2012 Colorado Water Congress, on its final day. Then I am off to Burlington for the 2012 Colorado Conservation Tillage Association's High Plains No Till Conference January 31st-February 1st.

***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



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).*