UNITED STATES DEPARTMENT OF AGRICULTURE
USDA
Broadcasters Letter
Office of Communications
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Letter No. 3661
Friday, April 13, 2012
Creative Media & Broadcast Center
202-720-7079

BROADCASTERS LETTER

#3661

Friday, April 13, 2012

(April 12)

LIMITING ANTIBIOTICS IN MEAT AND POULTRY

What's the impact on livestock producers with the limiting of antibiotics on food animals? The USDA will support the FDA's effort to limit antibiotics in animal feed.

For Radio Story: Limiting Antibiotics In Meat And Poultry
USDA Works With FDA To Curb Antibiotic Use In Animal Feed

EFFECTS OF THE APRIL 9-11 FREEZE

A recent freeze impacts fruit crops in the Northeast and Midwest. USDA meteorologist Brad Rippey characterizes the latest freeze. Rippey says winter wheat and corn will likely come out unscathed by latest freeze.

For Radio Story: Effects Of The April 9-11 Freeze
ACTUALITY: Just What Kind Of Freeze Is The Latest Cold?
ACTUALITY: April Freeze Seems To Have Spared Some Crops From Damage

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CONSERVATION RESERVE SIGNUP ABOUT TO CLOSE, SO WHAT'S NEXT?

When will farmers be notified if their Conservation Reserve offers were accepted or rejected?

For Radio Story: Conservation Reserve Signup About To Close, So What's Next?

(April 11)

US FOREST SERVICE TARGETS $40.6M TO PURCHASE, RESTORE LANDS IN 15 STATES

The U.S. Forest Service is dedicating $40.6 million for 27 land acquisition projects in 15 states that will help safeguard clean water, provide recreational access, preserve wildlife habitat, enhance scenic vistas and protect historic and wilderness areas.

Projects funded are in Alaska, California, Colorado, Georgia, Idaho, Indiana, Michigan, Missouri, Montana, New Mexico, North Carolina, Oregon, Tennessee, Utah and Washington. Projects range from protecting nationally significant lands from threat of residential development in North Carolina to help pave the way to help purchase the largest single parcel of privately held land with the Kootznoowoo Wilderness on the Tongass National Forest in Alaska.

"In keeping with the Obama Administration's America's Great Outdoors conservation initiative, USDA is committed to conserving and restoring our forests and bringing jobs to rural America," said Agriculture Secretary Tom Vilsack. "Through our partnerships with states, communities, tribes and others, it is vital that we step up our efforts to safeguard our country's natural resources."

Lands are purchased from willing sellers at fair-market value or through partial or outright donations of property. Landowners may also sell or donate easements on their property that restrict commercial development while keeping the land in private ownership.

The following new projects are approved for funding in 2012. To see applications for funding on each project, visit the Land and Water Conservation Fund.

Contact: Forest Service Press Office (202) 205-1134
For More Story Info: USDA Newsroom

FARMERS MARKET PROMOTION PROGRAM GRANTS AVAILABLE

The USDA is seeking grant applicants for the 2012 Farmers Market Promotion Program. Approximately $10 million is available for marketing operations such as farmers markets, community supported agriculture and road-side stands. The grants, which are administered by USDA's Agricultural Marketing Service (AMS), are available through a competitive application process on www.grants.gov. The grants aim to increase the availability of local agricultural products in communities throughout the county. They will also help strengthen farmer-to-consumer marketing efforts.

"These grants will put resources into rural and urban economies, and help strengthen efforts to provide access to nutritious and affordable foods," said Agriculture Deputy Secretary Kathleen Merrigan. "This program not only supports the health and well-being of local communities but also the economic health of their farms and businesses."

Projects that expand healthy food choices in food deserts or low-income areas (where the percentage of the population living in poverty is 20 percent or above) will receive additional consideration. USDA, in coordination with the Departments of the Treasury and Health and Human Services, seeks to increase access to fresh, healthy and affordable food choices for all Americans, while expanding market opportunities for farmers and ranchers.

Information on applying for a Farmers Market Promotion Program grant will be published in the April 6, 2012, *Federal Register* and available online at www.ams.usda.gov/FMPP. Applications will **only** be accepted via grants.gov and must be received by May 21, 2012. Applications that are incomplete, hand-

delivered, or sent via U.S. mail will not be considered. Applicants should start the grants.gov registration process as soon as possible to meet the deadline. Contact Carmen Humphrey, Program Manager, by phone: (202) 720-8317, or e-mail: usdafmppquestions@ams.usda.gov for more information.

The Farmers Market Promotion Program is part of USDA's commitment to support local and regional communities. These investments are highlighted in USDA's Know Your Farmer, Know Your Food (KYF) Compass. KYF Compass is a digital guide to USDA resources related to local and regional food systems. The Compass consists of an interactive U.S. map showing local and regional food projects and an accompanying narrative documenting the results of this work through case studies, photos and video content.

A large selection of USDA-supported programs and projects is also visible on the KYF Map, which can be displayed by theme, program, or recipient type. Both the KYF Compass and map will be regularly refreshed with new data and case studies.

Contact: Gwen Sparks (202) 260-8210 gwen.sparks@ams.usda.gov
For More Story Info: USDA Newsroom

FOOD AID SNAP BENEFITS HELP REDUCE POVERTY

A report on federal food assistance shows how SNAP benefits help to lift some from poverty. Food and Nutrition Services Under Secretary Kevin Concannon talks about where people can get information on USDA's report Alleviating Poverty in the United States: The Critical Role of SNAP Benefits. Concannon tells how the latest report on SNAP food aid benefits those who are poor.

For Radio Story: Food Aid Snap Benefits Help Reduce Poverty
ACTUALITY: Alleviating Poverty In The United States
ACTUALITY: Anti-Poverty Effect Of Federal Food Aid

(April 10)

AGRICULTURE SECRETARY VILSACK ANNOUNCES BIO-PREFERRED FINAL RULE

The announcement is for the addition of 13 bio-based product categories which are eligible for Federal procurement preference. Now more than 1,500 additional bio-based products will be offered for preferred purchasing consideration by all Federal government agencies and contractors. The final rule was published in the April 4 Federal Register.

"There are now more than 10,000 products qualifying for preferred procurement under USDA's BioPreferred program" said Agriculture Secretary Tom Vilsack. "Including previously designated items, these 13 additional biobased product categories will help feed the President's initiative by offering even more products with federal procurement preference.

Biobased products are composed wholly or significantly of biological ingredients in new or emerging markets– renewable plant, animal, marine or forestry materials. A Bio-Preferred designated item is one that meets or exceeds USDA-established minimum bio-based content requirements.

Bio-Preferred is comprised of a preferred procurement program for Federal agencies and a voluntary labeling program for the broad scale marketing of bio-based products. Please contact biopreferred@usda.gov for more information about the Round 8 final rule or the Bio-Preferred program.

A complete list and detailed description of each Bio-Preferred designated item, and items for future designation, can be found at www.biopreferred.gov; or follow Bio-Preferred at http://twitter.com/BioPreferred.

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

COLD WAVE DOES DAMAGE TO FRUIT CROPS AND IT COULD DO MORE DAMAGE

An unusually warm spring has put fruit crops in jeopardy across the northern fruit belt as cold air has swept through. Rippey outlined what fruit crops in what states might be vulnerable to this week's cold outbreak.

For Radio Story: Cold Wave Does Damage To Fruit Crops And It Could Do More Damage
ACTUALITY: A Look At What Fruit Crops Could Be Hurt By Cold Wave

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DRY AREAS OF THE WESTERN CORN BELT MAY GET MOISTURE SOON

It's getting dusty in the Western Corn Belt, but is there any relief from the dryness?

For Radio Story: Dry Areas Of The Western Corn Belt May Get Moisture Soon

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(April 9)

NOT TOO MANY CHANGES IN USDA COMMODITY FORECASTS THIS MONTH

Here's a quick summary of some of the latest USDA commodity forecasts that were issued Tuesday morning.

For Radio Story: Not Too Many Changes In USDA Forecasts This Month

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REPORT SHOWS SNAP BENEFITS ARE A BIG HELP TO PROVIDING FOOD

A new report from USDA's Economic Research Service shows SNAP food benefits have reduced the prevalence, depth, and severity of poverty in the U.S. Laura Tiehen of USDA's Economic Research Service explains how Federal food assistance programs like SNAP improve the economic circumstances of impoverished families. Tiehen of USDA's Economic Research Service talks about the depth of poverty.

For Radio Story: Report Shows Snap Benefits Are A Big Help To Providing Food
ACTUALITY: The Critical Role Of Food Aid Snap Benefits
ACTUALITY: The Depth Of Those Who Are Impoverished

SHOULD THERE BE A
FUNERAL SERVICE FOR LA NINA?

Climate experts say that the La Nina weather pattern may finally be over.....at least for a while.

For Radio Story: Should We Have A Funeral Service For La Nina?

For more agriculture news visit **USDA.GOV** and click Newsroom on the toolbar

UNITED STATES DEPARTMENT OF AGRICULTURE
USDA Blog
-Reaching Out, Every Day in Every Way-

The Latest USDA Blog Posts

Need an expert that can diagnose your sick citrus tree *and* fit in your pocket? (**APHIS**)
April's Face of Food Safety Has Heart: Meet Veterinarian Dr. Nancy Atkins (**FSIS**)
Eager to Plant (**NASS**)
Project protects priceless birds, bats and butterflies (**FS**)
Crafting New Opportunities for a Local Economy One Fiber at a Time (**AMS**)
Meet USDA's Youngest Ally in the Fight against Invasive Species: Ben Shrader, Invasive Hunter (**APHIS**)
Cultivating the Next Generation of Conservationists (**NRCS**)
USDA Scientists Make Breakthrough in PRRS Research (**NIFA**)
SNAP Benefits Lessen Depth and Severity of Poverty (**ERS**)

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On April 17)

AGRICULTURE USA CD # 16.12 – USDA recently entered into agreements with private organizations that will use the Department's vast plant information and use it in educational settings around the globe ... with benefits to the U.S. as well as the world. Rod Bain explains in this edition of "Agriculture USA".

CONSUMER TIME CD # 16.12 – The Nature of Butterfly Conservatories, Canned Salmon and the Omega-3 Connection, Project "Grow Healthy", New Tree For Jewish Arbor Day 2012

AG UPDATE CD # 16.12 – Updated Cover Crop Techniques Bring About Renewed Interests, USDA Covers Many Areas of Service, What Is Driving The Growing Brazilian Economy?, Proposed Ag Child Labor Rule Gets Extended Comment Period

UPCOMING ON THE USDA RADIO NEWSLINE – April 16 – Livestock, Dairy, and Poultry Outlooks (ERS – WAOB); Crop Progress (WAOB). April 17 – Weather Outlook (WAOB). April19 – U.S. export Sales (FAS). April 20 – Cattle On Feed Report (NASS).

These are USDA reports we know about in advance. The USDA Radio Newsline carries many stories every day that are not listed in this lineup.

USDA Radio Newsline, 202-720-6776, 5:00pm ET
Or go to www.usda.gov**,** click on Newsroom at top of the page, scroll down on right side of page until you see Radio and TV. Then click on Daily Radio News Service or Weekly Radio Feature Service.
For questions about USDA Radio's Features, fax name, station, and address to 202-690-2165.
USDA Radio and TV Programming

FROM OUR TELEVISION SERVICE

Warm Spring On Tap For Most Of The U.S.

FTP Download instructions:
The host: ftp://ocbmtcmedia.download.akamai.com
User name: usdanews
Password: Newscontent1
Filename for **TV Feature**: spring 2012 wx
The new file is in QuickTime Movie (H.264), MPEG 4, MPEG2 and HDV

YouTube: warm spring
Video Podcast: warm spring Podcast

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

HOOSIER AG TODAY PARTNERS WITH PIONEER HYBRIDS ON AGRONOMY PLATFORM – Indiana's farm network partnership with the DuPont affiliated company provides farmers with the most up-to-date, field and crop condition reports. The information is distributed using radio, on-line, and smartphone technology. They feature timely updates from Pioneer agronomists located round the state of Indiana. A network of farmers also provides regular in-field updates during the growing season. Combined with weekly crop update reports from USDA and advisories from Purdue University, the platform is among the most up-to-date and comprehensive source for field crop data in the state.

Gary Truitt (Hoosier Ag Today – Indianapolis, Indiana http://www.hoosieragtoday.com) tells us the audio interviews with Pioneer agronomists who are in the field on a daily basis are being aired on HAT radio programs broadcast by a group of leading stations covering all the major agricultural areas of Indiana. The reports are downloadable on-line on a special agronomy section at www.hoosieragtoday.com. Hyperlinks to this special section are also included in the daily e-newsletter published by HAT and

distributed to thousands of top Hoosier growers. **Truitt** says, "With the growing use of smartphones by farmers, the agronomy updates are also available in a special section of the "HAT app " available for Android and iPhone* users. This allows farmers to check field and crop conditions around the state while standing in their own fields."

There's also a selected group of growers that will act as field reporters for the program. "These experienced and well-respected farmers will provide HAT with timely, firsthand information about crop conditions and progress, weather and soil conditions, and disease issues in their area." The growers are strategically located in Jasper, Tipton, Kosciusko, Decatur, Bartholomew, Jay, Montgomery, and Gibson counties throughout Indiana.

In addition to crop and field conditions, the Indiana-based company Farm Clinic that provides fertility and crop management recommendations will contribute regular data and recommendations. Weekly state and national reports from USDA's National Ag Statistics Service will be posted on the web page along with the latest agronomy research from Purdue University.

IF YOU GIVE TO FFA, YOUR CONTRIBUTION WILL BE MATCHED – There's a group spanning the country comprising a special advisory council for the **National FFA Foundation** that are issuing a challenge to FFA and agricultural education supporters everywhere: Give to FFA and we'll match your gift.

The National FFA Foundation's 2012 Individual Giving Council comprised of **Elin Miller** of Oregon, **Paul Mulhollem** of Kentucky, **Mark Timm** of Indiana, **Jack Pitzer** and **Corey Rosenbush**, both of Virginia, **Rick Malir** of Ohio, **Lynette Marshall** and **Glenn Stith**, both of Iowa, and founding member **Charlie Fischer**. The group has collectively contributed more than $312,000 which will help the FFA over the next three years to create a new matching-gift program called the Leadership Challenge.

Each new gift, regardless of the amount, or any increase in prior giving that allows an FFA contributor's total gift to meet or exceed $1,000 will be matched dollar for dollar by Leadership Challenge funds up to $100,000.

The council's goal is to lead the way in individual giving to support **FFA and agricultural education**, create a new culture of philanthropy dedicated to FFA and its members by emphasizing the importance of individual contributors and motivating them to give."

Rob Cooper, executive director of the National FFA Foundation says, "This is the first time in the 85-year history of FFA that we have had a group of individuals come together, create a pool of donations and offer that pool as matching-fund incentives to encourage others as individuals to give to FFA. By giving as an individual donor, those who choose to support FFA are helping smart, talented and determined FFA members become tomorrow's leaders in the agricultural industry. Tomorrow's leaders will develop new strategies and technologies that will ensure a safe, abundant and affordable food supply for us all."

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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. 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

USDA Broadcasters Letter

United States Department of Agriculture
Office of Communications
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