



UNITED STATES DEPARTMENT OF AGRICULTURE

# Broadcasters Letter

Office of Communications

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Letter No. 3665  
Friday, May11, 2012  
Creative Media & Broadcast Center  
202-720-7079

## BROADCASTERS LETTER

#3665

Friday, May11, 2012

**(May 10)**

### **U.S. WHEAT EXPORT PROSPECTS GETTING BRIGHTER**

Several factors are coming together that could mean more export sales for U.S. wheat. The National Agricultural Statistics Service crop report for May calls for an increase in winter wheat production and a drop in market price.

Radio Story: [U.S. Wheat Export Prospects Getting Brighter](#)  
[Winter Wheat Production Up While Prices Are Down](#)

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### **A QUICK OVERVIEW OF THE LATEST USDA CROP AND PRICE PROJECTIONS**

Here is an overview of the USDA's first projections for the crops now being planted.

Radio Story: [A Quick Overview Of The Latest USDA Crop And Price Projections](#)

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### **WILL LOWER CROP PRICES MEAN LOWER RETAIL FOOD PRICES NEXT YEAR?**

Agriculture Department analysts are projecting much lower farm prices for corn and wheat this next year. Will that mean lower retail food prices?

Radio Story: [Will Lower Crop Prices Mean Lower Retail Food Prices Next Year?](#)

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## **U.S. AGRICULTURAL EXPORTS STILL TRAILING LAST YEAR**

We now have the complete U.S. agricultural export figures for the first half of this fiscal year.

Radio Story: [U.S. Agricultural Exports Still Trailing Last Year](#)

**(May 9)**

### **USDA GRANTS TO INCREASE FARMERS MARKET PARTICIPATION IN SNAP**

USDA is providing grants for wireless technology to broaden Supplemental Nutrition Assistance Program (SNAP) beneficiaries' nutrition opportunities and to spur local economies. Agriculture Deputy Secretary Kathleen Merrigan announced \$4 million in awards to help States provide SNAP participants greater access to fresh and healthy food, while supporting American farmers and local economies.

"Our country's 7,100 operating farmers markets offer opportunities to our children and their families to access healthy food across the country," said Deputy Secretary Merrigan. "SNAP participation at farmers' markets helps provide fresh fruit and vegetables to families and expands the customer base for local farmers - a win-win for agriculture and local communities."

In the past, farmers' markets, which usually do not have access to phone lines or electricity, have had difficulty redeeming SNAP benefits through the Electronic Benefit Transfer (EBT) system. As a result of funding provided by the *Consolidated and Further Continuing Appropriations Act, 2012*, States may provide wireless equipment to currently non-participating farmers' markets, opening the door for their participation in the Program.

"This funding will help SNAP customers increase their opportunities to access healthy, local foods. And evidence suggests they will take advantage of that access. When we couple this approach with strategies like the education, cooking demonstrations, and community support often found at farmers markets, consumption of healthy foods should rise even more."

There are currently over 1,500 farmers markets using EBT technology out of the 7100 markets nationwide. Since 2008, SNAP expenditures at farmers markets have risen by 400 percent.

USDA National Farmers Market Directory lists farmers markets that accept SNAP and these other federal nutrition programs. It is available at [Farmers Markets Directory](#).

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

Story Info: [USDA Newsroom](#)

Radio Story: [Grants Will Increase Farmers Market Participation In SNAP](#)

[ACTUALITY: Importance Of New Farmers Markets Grants](#)

[Increasing Access To Fresh And Healthy Food For Snap Users](#)

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### **A QUICK OVERVIEW OF THE LATEST USDA CROP AND PRICE PROJECTIONS**

Here is an overview of the USDA's first projections for the crops now being planted. Jerry Norton, USDA grains analyst, talking about the implications of a huge projected crop on corn growers.

Radio Story: [A Quick Overview Of The Latest USDA Crop And Price Projections](#)

[ACTUALITY: A Look At The Upcoming Situation For Corn Growers](#)

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## **A BIG CORN CROP WILL CHANGE THE CORN AND LIVESTOCK MARKETS**

That big projected corn crop will change the market situation for corn and for livestock producers.

Radio Story: [Big Corn Crop Will Change The Corn And Livestock Markets](#)

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## **FOOD PROCUREMENT IS A BIG PART OF FARM SERVICE AGENCY MISSION, AS WELL AS FOOD AID AND DEVELOPMENT EMPOWERING WOMEN AND GIRLS AND THE NEW ROLE LAND GRANT UNIVERSITIES HAVE IN GLOBAL FOOD AID**

Farm Service Agency's food procurement efforts for various food and nutrition programs play a large role in international food aid and development efforts. USDA Radio's Rod Bain traveled to Kansas City, Missouri for the USDA and USAID International Food Aid and Development Conference (IFADC). He chatted up FSA Deputy Administrator James Monahan and Assistant Deputy Administrator Sandra Wood about how international food aid and development programs are vital in giving women and girls in developing nations greater educational and social opportunities. FSA Under Secretary Michael Scuse also talked about how groups working in global food aid and assistance have reached out to land grant universities and extension to boost efforts.

Radio Story: [Food Procurement Big Part Of Farm Service Agency Mission  
Food Aid And Development Empowering Women And Girls  
Land Grant Universities Have New Role In Global Food Aid  
Agriculture -- A Bright Spot In The Economy](#)

**(May 8)**

## **USDA ADVANCES WATER QUALITY CONSERVATION ACROSS THE UNITED STATES**

Agricultural producers located in selected watersheds will be able to participate in USDA's new [National Water Quality Initiative](#). Agriculture Secretary Tom Vilsack announced the launch of the program which he said is committed to improving one to seven impaired watersheds in every U.S. state and territory. The [157 selected watersheds](#) were identified with assistance from state agencies, key partners, and Natural Resources Conservation Service (NRCS) State Technical Committees. NRCS will make available at least \$33 million in financial assistance to farmers, ranchers and forest landowners this year to implement conservation practices to help provide cleaner water for their neighbors and communities.

"The National Water Quality Initiative signifies a bold step by USDA to improve water quality in some very challenging watersheds," said Vilsack. "American farmers are good stewards of the environment, and this initiative provides them with additional tools to protect and improve fish and wildlife habitat and water quality."

Using funds from the Environmental Quality Incentives Program, NRCS will provide financial and technical assistance to producers for implementing conservation practices such as cover crops, nutrient management, filter strips and terraces.

To deliver the initiative, NRCS worked in collaboration with local partners and state conservation and water quality agencies to identify watersheds where on-farm investments have the best chance to improve water quality. NRCS also will work with state and federal partners, such as the U.S. Environmental Protection Agency and the U.S. Geological Survey, to assess results over the long term.

The initiative will build on ongoing efforts in the Mississippi River Basin, Great Lakes, Chesapeake Bay and other landscape conservation initiatives across the Nation.

**All eligible applications must be submitted by June 15, 2012 in order to be considered for this fiscal year's funding opportunity.** However, NRCS accepts applications for financial assistance on a continuous basis throughout the year. Producers can view an [online map](#) or check with their local NRCS office to see if they are located in a selected watershed. This summer, NRCS will notify all applicants of the results of the competitive selection process and begin developing contracts with applicants approved for funding.

Contact: Office of Communications (202) 720-4623

More Story Info: [USDA Newsroom](#)

Radio Story: [The National Water Quality Initiative](#)

[ACTUALITY: New Water Quality Initiative Advances Existing Efforts](#)

[ACTUALITY: Picking The Watersheds For New Water Quality Initiative](#)

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### **EFFORTS TO IMPROVEME FOOD AID MUST CONTINUE**

U.S. and global food aid and development projects need to continue to improve and become more efficient. Events like the International Food Aid and Development Conference this week in Kansas City strengthen global efforts to battle food insecurity. USDA Under Secretary Michael Scuse explains how efforts to improve food security in developing nations is a key part of bringing stability to a country or region.

Radio Story: [Improvements Must Continue In Food Aid Efforts](#)

[Partnerships Vital In Global Food Aid And Development Efforts](#)

[Actualy: Less Hunger In Some Nations Will Mean More Stability](#)

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### **SOMETIMES WEATHER EVENTS CAN HAVE A POSITIVE EFFECT AND NOT BE DISASTEROUS**

Weather events sometimes cause huge losses for producers, but one recent event could do just the opposite. Texas farmers and ranchers will be getting some nice rains this week.

Radio Story: [A High Value Weather Event](#)

[Rains Could Be A Big Blessing To Texas Producers](#)

**(May 7)**

### **THIS YEAR'S FIRST CONDITION REPORT ON RANGE AND PASTURES IS BETTER THAN LAST YEAR**

Pasture and range conditions are certainly better than this time a year ago, but could still stand some improvement.

Radio Story: [First Condition Report On Range And Pastures Better Than Last Year](#)

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## THE RAIN DOESN'T STOP PRODUCERS FROM CORN AND SOYBEAN PLANTING

Rain didn't do much to hinder farmers from planting corn and soybeans this past week.

Radio Story: [Rain Doesn't Stop Corn And Soybean Planting](#)

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## THE USDA DOES WHAT IT CAN TO HELP EASE COLLEGE STUDENT'S DEBT LOAD

Making college affordable was the focus of a meeting the Agriculture Secretary Tom Vilsack had with high school and college bound students. Vilsack said getting hands-on ag experience before going to college can be quite helpful. The ag leader spoke to students via teleconference about the opportunities a career in agriculture education can afford them in the work place. He stressed the importance of a system of education that acknowledges the role of agriculture in society. "One out of every 12 jobs in the U.S. is connected to agriculture."

Radio Story: [Easing Student Debt Load](#)  
[Internships Are A Great Benefit Prior To Entering College](#)  
[ACTUALITY: Various Career Opportunities Attainable In The Ag World](#)  
[ACTUALITY: The Role Agriculture Plays In Workforce And Society](#)

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For more agriculture news visit [www.USDA.gov](http://www.USDA.gov)



### The Latest USDA Blog Posts

- Military Veterans: the Next Generation of Organic Farmers **(AMS)**
- USDA Commemorates 150 Years – Join a live twitter chat with Secretary Vilsack and #AskUSDA **(OC)**
- Focusing on the Future of Food Assistance **(FAS)**
- Secretary's Column **(OC)**
- USDA Listens to Renewable Energy Stakeholders **(RD)**
- USDA Support Improves Educational Outcomes in Cambodia **(FAS)**
- Farmers Market Survey **(AMS)**
- Hands-On Ag Education at the USA Science & Engineering Festival **(REE)**
- This travel season take a drive through the volcanoes **(FS)**
- Virtually Redefining Internships at USDA **(AMS)**
- International Food Aid and Development Conference **(FAS)**



[USDA Celebrates 150 Years](#)

## FROM OUR RADIO SERVICE

***(Feature Line-Up Subject To Change Prior to Update On May 15, 2012)***

**AGRICULTURE USA CD # 20.12** – Efforts to predict and suppress summer time wildfires are coordinated, and require great planning among stakeholders. Rod Bain looks at such efforts in connection with this year's wildland fire outlook in this edition of "Agriculture USA".

**CONSUMER TIME CD # 20.12** – USDA Unveils The National Water Quality Initiative, Partnership Key In Improved Global Food Security, The Proper Plays For Squirrels Is Outside Your Home and Not Inside, EFNEP And Nutritional Education, Lawn Care For The Lazy.

**AG UPDATE CD # 20.12** – First Commodity Outlooks For 2012-13 Marketing year, Riparian Areas Important For Texas Rangeland Management, Analysis Of India In Global Ag Trade Market, Techniques In Row Crop Conservation, 4-H Play Role In Global Food Security Efforts.

**UPCOMING ON THE USDA RADIO NEWSLINE** – May 15 – Crop Weather Report (WAOB); USDA's 150<sup>th</sup> Anniversary (SEC). May 16 – Livestock, Dairy, and Poultry Outlooks (ERS – NASS). May 18 – Cattle On Feed Report (NASS) May 21 – 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](http://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

## New USDA Labels Give Nutrition Information



### FTP Download instructions:

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

User name: usdanews

Password: Newscontent1

Filename for **TV Feature**: nutrition labels

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

**YouTube:** [New Nutrition Labels](#)

**Video Podcast:** [New Nutrition Labels Podcast](#)

**RSS Page:** [New Nutrition Labels RSS](#)

Please email [Bob.Ellison@OC.USDA.gov](mailto:Bob.Ellison@OC.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



**AGRI-PULSE'S STEWART DOAN HAS PASSED** – Long-time farm broadcaster **Stewart Doan** died suddenly Thursday afternoon May 10. **Doan** most recently was a Senior Editor for the Agri-Pulse radio network having covered agriculture for 28 years. This excerpt from a post on the Agri-Pulse website [Agri-Pulse on the passing of Stewart Doan](#) offers some insight to what transpired. “It is beyond difficult to tell you that **Stewart Doan**, our senior editor and a dear friend, died yesterday in Little Rock. We do not yet have all the details, but we know that he had not been feeling well and saw his doctor Wednesday to undergo tests related to having shortness of breath and related health concerns. He fainted at his home yesterday morning and was taken by ambulance to the hospital where he later died. He was 52. Our prayers and condolences are with his wife, Leslie, and their two daughters.”

Throughout his illustrious career, **Doan** has been recognized by various agricultural organizations and as a well-respected voice who offered meaningful industry analysis. The National Cotton Council, the USA Rice Federation and the Arkansas Farm Bureau are among the groups **Doan** covered, reporting on a wide range of agricultural policy issues. A well respected voice who offered meaningful analysis, he was welcomed in the halls of Capitol Hill and across the country. **Doan** also served as president of the

National Association of Farm Broadcasting in 1998. Years later the NAFB named him the 2006 National Farm Broadcaster of the Year.

Agriculture Secretary Tom Vilsack spoke with AgriTalk to express his condolences. He said, "Stewart was a good friend to the Department and cared deeply about agriculture and rural America. Please keep Stewart's family and friends in your thoughts and prayers."

Former USDA Office of Communications Deputy Director Larry Quinn on the passing of **Doan**, "We were saddened to hear of the untimely passing of our friend and colleague **Stewart Doan**. He will be especially missed by those who knew and worked with him over the years and by those who counted on him for his exceptional agricultural reporting. He truly loved being an agricultural reporter, and his work showed it."

The USDA Radio team sends our condolences to the **Doan** family and his colleagues at Agri-Pulse Communications Inc.

Details regarding funeral arrangements have not yet been disclosed.



#### NORTHEAST NEBRASKA PRODUCERS MAKE GREAT PLANTING PROGRESS

– Producers there are cruising right along. **Chad Moyer** (KTIC 840 Rural Radio - West Point, Nebraska [KTIC Radio.com](http://KTICRadio.com)) hears that quite a few producers are done planting corn and soybeans. Alfalfa growers may be ready to take that first cutting in a week or 10 days, which would put them about two weeks ahead of normal. **Moyer** says, "One thing is for sure, the attitude of the farmer this spring is great! As we're taking food to farmers in the field, they do not feel under the gun to get planting done." So far moisture doesn't seem to be an issue. "It seems the rains are coming in a timely fashion. There have been, however, a few severe storms in the area that have required some farmers to replant small tracts here or there."



**KRVN**  
880 Rural Radio

**River**  
KRVN FM 93.1

#### THE RURAL RADIO NETWORK HAS A NEW ASSOCIATE FARM DIRECTOR –

KRVN welcomes **Marlin Bohling** (KRVN - Rural Radio Network - Lexington, Nebraska [KRVN.com](http://KRVN.com)). From 2002-2007, **Bohling** was Farm Director for the Southern Farm Network based in Raleigh, North Carolina. Prior to that, he was the mid-day Farm Broadcaster for KFRM Radio in Clay Center, Kansas. **Bohling's** resume also includes his tenure at a large marketing support firm based in the Research Triangle Park area of North Carolina where he worked on behalf of several multinational agricultural companies. The consummate broadcaster, he has been heavily involved with agricultural web programming, podcasting, and freelance studio work. Like a significant number of farm broadcasters, before transitioning into a broadcast career, **Bohling** was a full time farmer for 25 years along the Kansas-Nebraska border.

He replaces **Ken Rahjes** who moves into politics serving now as the Ag Adviser to Nebraska Congressman Adrian Smith. **Rahjes** worked seven years with the Rural Radio Network before taking his new post.

**Ethanol 2012:  
Emerging  
Issues Forum**



**ETHANOL 2012 EMERGING ISSUES FORUM** – The forum was hosted by the Nebraska Ethanol Board in Omaha. Among the topics discussed, quite a bit of conversation surrounding compressed margins at ethanol plants and what they can do to remain profitable. In attendance was **Chad Moyer** (KTIC 840 Rural Radio - West Point, Nebraska [KTIC Radio.com](http://KTICRadio.com)). **Moyer** says, "One option some dry mill ethanol plants are considering is to spin off the corn

oil after fermentation and use it for industrial uses.” Also, transportation of ethanol was talked about as competition for rail cars is ever increasing.



**MAY 6-12**

**USDA EMPLOYEES RECOGNIZED FOR THEIR PUBLIC SERVICE EFFORTS**

– Every year since 1985, the first week of May has been designated to celebrate *Public Service Recognition Week*, and to encourage Americans to recognize government employees at the Federal, State and local levels who work hard every day on behalf of our nation. In a Department wide letter **Agriculture Secretary Tom Vilsack** recognized the more than 100,000 USDA employees who are hard at work supporting American agriculture and rural communities, conserving our natural resources, conducting groundbreaking research, and ensuring that folks have access to safe, nutritious food. **Vilsack** wrote, “Often, this work is done with little or no fanfare. Many folks around the country don’t know the extent to which USDA impacts their life on a daily basis. And lately, budget reductions have challenged us all to step up and find new ways to get the job done. I wanted to take a moment to say thank you for your commitment to public service and to the American people.”

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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

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