UNITED STATES DEPARTMENT OF AGRICULTURE
USDA
Broadcasters Letter
Office of Communications
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Friday, June 29, 2012
Creative Media & Broadcast Center
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BROADCASTERS LETTER

#3672.2012

Friday, June 29, 2012

(June 28)

FEDERAL PARTNERS CONTINUE TO SUPPORT STATE AND LOCAL PARTNERS AS THEY FIGHT WILDFIRES

As the federal family continues to aggressively respond to the wildfires in the Western states, the U.S. Forest Service, Department of the Interior, and FEMA announced additional resources have been deployed to support state and local partners. In light of the severity of current fire activity, the National Interagency Fire Center has raised the national preparedness level to level 4, on a scale of 1-5. Preparedness Level 4 (PL 4) triggers increased planning for additional resources and greater oversight of resource allocations in order to achieve the most effective deployment. PL 4 calls for additional restrictions on the practice of prescribed fire application or managing fires for multiple objectives to ensure resources are being deployed to the highest priorities.

Since Monday June 25, 17 air-tankers have cycled in and out of firefighting action over the last 48 hours across the western states, and more than 8,400 personnel, 578 fire engines and 79 helicopters are operating on wildfires around the U.S. Approximately half of active federal wildfire-fighting resources are currently staged in Colorado. More than 760 federal, state and local firefighters and six helicopters are fighting the aggressive Waldo Canyon fire today in the hillsides west of Colorado Springs. Additionally, a total of nine large air-tankers, including four military C-130s equipped with Modular Airborne Fire Fighting Systems, are currently in Colorado working on the Waldo Canyon and other fires, in support of local officials leading the fight against the wildfire.

Federal partners also continue to work closely with first responders and firefighters from local, state, and tribal agencies to combat and monitor large wildfires including those in Alaska, Arizona, California, Colorado, Montana Nevada, New Mexico, Utah and Wyoming.

"As we continue this fight, the Forest Service and its federal partners continue to bring extensive resources to bear and work closely with our local partners to combat these destructive fires," said U.S. Forest Service Chief Tom Tidwell. "Thousands of brave men and women on the front

line are battling dry conditions, a lack of snowpack, excessive dead trees, hot weather and complex terrain to try to get the fires throughout the West under control."

The Waldo Canyon fire stretches in three directions across very dry forests. The fire has consumed more than 15,375 acres of forested land since Saturday, and has forced thousands of evacuations. With low humidity, winds as high as 65 mph and temperatures in the 90s forecast for the coming days, the situation remains challenging as firefighters work in what is described as very difficult terrain.

The U.S. Department of Agriculture and the Department of the Interior, in partnerships with states and local agencies, have developed a cohesive strategy to respond to the increase in wildfires in recent years by focusing on:

- **Restoring and maintaining resilient landscapes**. Through forest restoration activities such as mechanical thinning and controlled burns, officials can make forests healthier and less susceptible to catastrophic fire.
- **Creating fire-adapted communities**. The Forest Service and its partners are working with communities to reduce fire hazards around houses to make them more resistant to wildfire threats.
- **Responding to Wildfires**. This element considers the full spectrum of fire management activities and recognizes the differences in missions among local, state, tribal and Federal agencies.

Federal land managers are also helping communities prepare for wildfire. Federal partnerships with state, tribal and local agencies strengthen preparedness programs, such as Firewise http://www.firewise.org/ and Ready Set Go! http://www.iafc.org/readySetGo that help families and communities prepare for and survive wildfire. You can also visit FEMA's Ready.gov http://www.ready.gov , to learn more about steps you and your family can take now to be prepared for an emergency.

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

GLOBAL FOOD SECURITY HAS MEGATRENDS

An ag industry insider considers what may be some of the important considerations in improving food security around the world. Agribusiness executive Paul Schickler explains some of the important trends involved in boosting food security across the world.

Radio Story: Megatrends In Global Food Security
ACTUALITY: On Some Megatrends In Global Food Security

AGRICULTURE SECRETARY VILSACK VISITS OHIO STATE UNIVERSITY HIGHLIGHTING CANCER-FIGHTING RESEARCH AND THE 150 YEARS OF LAND GRANT UNIVERSITY PARTNERSHIPS

Shining a light on agricultural research that has implications for fighting cancer, Agriculture Secretary Tom Vilsack visited The Ohio State University's (OSU) Center for Advanced

Functional Foods Research and Entrepreneurship (CAFFRE), where researchers are studying the development of novel functional foods and components that offer impressive benefits to health. Vilsack's visit coincides with the celebration of the 150th anniversary of the founding of the land grant university system with the signing of the Morrill Act of 1862.

"Many people do not understand the contributions to human health that agricultural research makes," said Vilsack. "But here at Ohio State, there are many vivid examples showcasing the essential role agricultural research plays in solving some of the world's most pressing health problems, all while building and revitalizing rural America."

CAFFRE researchers recently used a $1,275,000 USDA grant to develop a soy-fortified tomato juice that could potentially benefit prostate cancer patients. They also are conducting clinical trials to study the impact of raspberries and a soy bread on certain cancers. Ohio State's business partners joined Vilsack to discuss how the research is making its way from crops to the clinic to the consumer.

USDA partners with Ohio State on a wide variety of food and agricultural research that provides an important investment in the Columbus community and beyond. Currently, OSU has 67 active research and integrated grants competitively awarded through USDA's National Institute of Food and Agriculture (NIFA), funded at more than $28.5 million. OSU regularly receives annual capacity building allocations to fund agricultural research and extension. In federal fiscal year 2012, the institution received over $13 million in extension formula dollars and over $8 million in formula research dollars from USDA/NIFA.

NIFA's flagship competitive grants program established under the 2008 Farm Bill is the Agriculture and Food Research Initiative (AFRI). AFRI makes awards in five challenge areas—childhood obesity prevention, global food security, climate variability, food safety, and sustainable bioenergy—and through foundational and fellowship programs. The AFRI challenge areas will continue to support societal challenge areas where research, education, and extension can achieve significant and measurable outcomes.

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

(June 27)

BASIC CONSERVATION GOALS REMAIN REGARDLESS OF FARM BILL ACTIONS

Agriculture Secretary Tom Vilsack says he hopes to increase the number of acres under conservation programs, no matter what happens to those programs in the final food, farm and jobs bill.

Radio Story: Basic Conservation Goals Remain Regardless Of Farm Bill Actions

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AGRICULTURE PLAYING BIG ROLE IN SMITHSONIAN'S FOLKLIFE FESTIVAL

Tourists visiting the nation's capital over the next week will have a chance to see firsthand what farmers , scientists and others are doing every day to make life better for all of us.

Radio Story: Agriculture Playing Big Role In Smithsonian's Folklife Festival

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CURRENT RESEARCH FINDS EATING MORE THAN ONE APPLE A DAY INCREASES THE HEALTH BENEFITS EVEN MORE

New research findings may have you considering eating an extra apple every day. It seems apples have become a super-food with experts now recommending more servings a day. Nancy Foster of the U.S. Apple Association talks about the various studies of apples and how the results have proven that apples can be beneficial for a host of health ailments.

Radio Story: New Research Finds Apples Are Never Too Much Of A Good Thing
Upping The Apple Ante To More Than Just One A Day
ACTUALITY: Studying The Health Benefits Of Apples And Apple Juice

(June 26)

ECONOMIC DEVELOPMENT FUNDING TO SUPPORT BUSINESS GROWTH, CREATE JOBS AND IMPROVE PUBLIC TRANSIT IN TRIBAL COMMUNITIES

Agriculture Secretary Tom Vilsack announced the selection of 28 recipients in rural communities for loans and grants to spur economic development and create or save jobs. "The funding I am announcing will help rural businesses, entrepreneurs and tribal communities obtain the financing they need to grow their businesses and create jobs," said Vilsack. "These grants and loans represent the Obama Administration's commitment to ensure that rural communities attract capital investments that lead to successful business development, job creation, infrastructure improvements, and economically vibrant communities."

USDA Rural Development is providing the loans and grants through the Rural Economic Development Loan and Grant (REDLG) program, the Intermediary Relending Program (IRP), and the Rural Business Enterprise Grant (RBEG) program.

USDA's IRP is designed to increase economic activity and employment in rural communities. Under this program, loans are provided to local organizations (intermediaries) to establish revolving loan funds. These loans will be used for capital improvements, predevelopment costs and energy efficiency upgrades.

For a list of all recipients selected for funding under today's announcement, click here. Funding is contingent upon the recipient meeting the terms of the loan or grant agreement.

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

DEBBY'S POTENTIAL IMPACT
ON FLORIDA CITRUS

If Tropical Storm Debby remains in its current form, citrus growers in the Sunshine State could see some benefit from this system.

Radio Story: Debby's Potential Impact On Florida Citrus

HEAT CONTINUES IN THE
MIDWEST AND GREAT PLAINS

A string of hotter than normal days in parts of the country has raised more than just temperatures.

Radio Story: The Heat Continues In The Midwest And Great Plains

(June 25)

VILSACK URGES QUICK HOUSE ACTION ON FARM, FOOD AND JOBS BILL

Agriculture Secretary Tom Vilsack says there's precious little time left for the House to pass its version of a farm, food and jobs bill and for the House and Senate to meld the two bills into one and to pass it before the current bill expires.

Radio Story: Vilsack Urges Quick House Action On Farm, Food And Jobs Bill

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FUNDING FOR PROJECTS TO BOOST RENEWABLE ENERGY PRODUCTION
AND REDUCE ENERGY CONSUMPTION

Agriculture Secretary Tom Vilsack announced the USDA is funding 450 projects nationwide focused on helping agricultural producers and rural small businesses reduce energy consumption and costs; use renewable energy technologies in their operation; and/or conduct feasibility studies for renewable energy projects. Funding is made available through the Rural Energy for America Program (REAP), which is authorized by the 2008 Farm Bill.

"The Obama Administration and USDA are helping agricultural producers and rural small business owners reduce their energy costs and consumption – and by doing so is helping to create jobs, preserve our natural resources, protect the environment and strengthen the bottom line for businesses." said Vilsack. "This is part of the Administration's "all of the above" energy strategy. Stable energy costs create an environment for sustainable job growth in rural America."

The announcement included $412,304 in grant funding to 20 agricultural producers and rural businesses to conduct feasibility studies for renewable energy systems. REAP offers funds for farmers, ranchers and rural small businesses to purchase and install renewable energy systems and make energy-efficiency improvements. These federal funds leverage other funding sources for businesses. In all, USDA announced nearly $7.4 million in new energy grants. For a complete listing of Rural Energy for America Program grant recipients announced click here.

Contact: Jay Fletcher (202) 690-0498
Story Info: USDA Newsroom
Radio Story: New Renewable Energy Projects For Farms
Types Of Renewable Energy Projects And Energy Saving Measures
ACTUALITY: Vilsack On The Supreme Court's Immigration Rulings

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THERE ARE CERTAIN MEASURES TO TAKE TO KEEP FOOD SAFE FOR A WEATHER EMERGENCY, ESPECIALLY THAT HURRICANE SEASON IS HERE

In advance of the season's first hurricane, the USDA has some food safety tips. While no hurricane has made landfall this season, some have had the misfortune of dealing with flooding.

Radio Story: Food Safety Tips In Advance Of A Hurricane
Food Safety In The Aftermath Of Flooding

For more agriculture news visit **www.USDA.gov**

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

The Latest USDA Blog Posts

Thanks to Distance Learning and Telemedicine Support, Residents of Northern Wisconsin and Upper Michigan are Receiving Better Health Care (**RD**)
Web data product; U.S. Food and Environmental Atlas
USDA Officials Attend the 38th Annual National American Indian Housing Council Conference In Alaska (**RD**)
Secretary Vilsack Tours Aviation Renewable Fuels Prospect in Ohio
Nevada Celebrates USDA June Homeownership Month (**RD**)
USDA Improves Street Safety in an Arizona Town (**RD**)
A Big Step toward Helping Tribes Improve Basic Services in Rural America (**RD/OTR**)

USDA 150 YEARS 1862-2012

Learn more about President Lincoln's agricultural legacy here.

USDA Celebrates 150 Years

FROM OUR RADIO SERVICE

(Feature Line-Up Subject To Change Prior to Update On July 3, 2012)

AGRICULTURE USA CD # 27.12 – Many believe fostering the ability of women farmers in developing nations to produce more food will create greater food, social, and political security around the world. In part two of a two part series, Rod Bain looks at some of the tools in use to create a greater level of equality and sustainability for these ag producers in this edition of "Agriculture USA".

CONSUMER TIME CD # 27.12 – How Community Facility Projects Benefit Rural Residents, Stay Cool And Take Your Time When You Have To Replace Your AC Unit, Keeping Invasive Pests Out Of Summer Travel Plans, Houseplant Survival During Your Vacation, Mosquito Control Fads And Follies.

AG UPDATE CD # 27.12 – Latest News On Acreage And Stock Reports, A Wetlands Program To Protect Against The Storm, FSA County Committee Nomination Process Underway, New Projects To Improve Water Quality, 4-H Plays A Part In Assuring Global Food Security.

UPCOMING ON THE USDA RADIO NEWSLINE – July 3 – Crop Weather Report (WAOB). July 4 – NO NEWSLINE (Independence Day Federal Holiday). July 9 – Crop Progress Report (NASS). July 11 – Crop Production Report (NASS) and World Agricultural Supply And Demand Estimates (ERS-WAOB). **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.**

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USDA Radio and TV Programming

FROM OUR TELEVISION SERVICE

USDA TIPS FOR SAFE SUMMER/JULY 4TH GRILLING

FTP Download instructions:
The host: ftp://ocbmtcmedia.download.akamai.com
User name: usdanews
Password: Newscontent1
Filename for **TV Feature**: July 4 grilling

The new file is in QuickTime Movie (H.264), MPEG 4, MPEG2 and HDV
YouTube: July 4 grilling english
Video Podcast: July 4 grilling english podcast
RSS Page: July 4 grilling english rss

Please email 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

TEXAS FARM BUREAU

THE MOWERS ARE ACTUALLY MOWING IN CENTRAL TEXAS – Curt Lancaster (Texas Farm Bureau - Waco, Texas TexasFarmBureau.Org) said the county has been mowing the sides of the highways a lot these days. "I don't think the mowers got out much last year to the terribly dry conditions. I just got some serious windshield time this past weekend driving round trip some 750 miles to Lubbock, San Angelo and back to Waco. For those of you not familiar with Texas geography that is a 13 hour round trip that takes you from central Texas corn, wheat and cattle area to the cotton growing regions of west Texas to the cotton and cattle and sheep areas of west-central Texas and back home." **Lancaster** reminded us of what a difference a year makes. "The country side is looking much better. Now we are by no means perfect and after all it is summer but it sure beats the summer of 2011. Some pastures are better than others." There's cotton and sorghum in fields in west Texas where there was nothing last year. Also on the plus side, the smoke you see in the air now is not from pastures but from the forest fires in Colorado. "In Texas you can always use more rain, so our conditions are not perfect but much-much improved over 2011."

JUNE 25 MARKS THE START OF THE 2012 SMITHSONIAN FOLKLIFE FESTIVAL – The National Mall is where the celebration is taking place. This year's festival features three themes, "Creativity and Crisis" which celebrates the 25th anniversary of the AIDS Memorial Quilt. The second theme, "Citified," explores the rich culture and community of neighborhoods east of the Anacostia. The exciting news this year is that the third program features USDA, said **Deputy Secretary Kathleen Merrigan** (USDA – www.usda.gov). "I am very pleased to report that we will be continuing our celebration of USDA's 150th anniversary as part of "Campus and Community," which celebrates 150 years of USDA and the Land-Grant university system. Working together, USDA and the Land-Grant system have extended education across the country, helping contribute to American agricultural success and rural prosperity. "Campus and Community" will provide demonstrations, discussions, hands-on activities, and entertainment that showcase the many ways that this partnership works to improve American agriculture and rural life." The Festival runs June 27 to July 1 and then again from July 4-8.

WORLD FOOD PRIZE HONORS LAND-GRANT UNIVERSITIES – The World Food Prize Foundation awarded the universities its Borlaug Medallion. It was presented during a ceremony in Washington, D.C. celebrating the 150th anniversary of the Morrill Land-grant Act of 1862. The measure written by Senator Justin Smith Morrill of Vermont and signed into law on July 2, 1862, by President Abraham Lincoln provided grants of federal lands to the states for the establishment of public universities and agricultural education programs nationwide, and led to the democratization of higher education.

"Land-grant institutions have played a critical role in inspiring multiple generations to attain the highest levels of education and scientific research; fostering the most prolific era of agricultural production ever recorded in human history; and providing a model for emulation around the world as we endeavor to eliminate the scourge of hunger from the face of the earth," said **Amb. Kenneth M. Quinn** (World Food Prize president of the - The World Food Prize).

Quinn presented the award to Scott Angle, chairman of the APLU Board on Agriculture Assembly and Dean of the University of Georgia College of Agricultural and Environmental Sciences.

The Borlaug Medallion honors those organizations and Heads of State who would not ordinarily be eligible for the World Food Prize, but who have made an especially noteworthy contribution to improving the world's food supply and ensuring adequate nutrition. In the past it has only

been presented to King Bhumibol Adulyadej of Thailand; the Sasakawa Family and its Nippon Foundation of Japan; and Kofi Annan for his leadership of the United Nations.

Quinn noted that Dr. Norman Borlaug - Nobel Peace Prize Laureate, founder of the World Food Prize, and known as the "Father of the Green Revolution" – was a graduate of a land-grant university.

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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

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