



UNITED STATES DEPARTMENT OF AGRICULTURE

# Broadcasters Letter

Office of Communications

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Letter No. 3683.2012  
Friday, September 14 2012  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3683.2012

Friday, September 14 2012

**(September 14)**

### **GRANTS TO SUPPORT SCHOOLS IN MEETING NEW SCHOOL MEAL REQUIREMENTS**

Agriculture Deputy Secretary Kathleen Merrigan announced new grants to support schools as they strive to serve healthy food, provide nutrition education, and create an environment focused on healthy eating and physical activity.

"When we serve our children healthy school meals, we're making a critical investment in their academic performance, their physical health, and their future," said Merrigan. "This announcement reflects our ongoing commitment to provide States with the tools they need to build a healthy school environment. Providing nutrition education resources, extending training and technical assistance to foodservice professionals, and building community support helps ensure that every child in America has a chance to succeed."

Funded in support of the Healthy, Hunger-Free Kids Act of 2010, the Team Nutrition training grants will assist schools in meeting the new school meal requirements, encourage HealthierUS School Challenge participation, support students' nutritious choices by structuring the cafeteria environment in a way that encourages the selection of healthy foods, and promote healthier environments to align with the Local Wellness Policy requirements established in the Act.

USDA is awarding approximately \$5.2 million in 18 States and one territory. Funding will be made available for the period of September 30, 2012 through September 30, 2014, to assist State agencies in achieving the Team Nutrition goals. States must apply Team Nutrition's three behavior-focused strategies:

- Provide training and technical assistance to child nutrition foodservice professionals to enable them to prepare and serve nutritious meals that appeal to children.

- Provide fun and interactive nutrition education for children, teachers, parents, and other caregivers.
- Build school and community support for creating healthy school environments that are conducive to healthy eating and physical activity.

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

Story Info: [USDA Newsroom](#)

Radio Story: [Supporting Schools To Meet New School Meal Requirements](#)

[ACTUALITY: On School Meal Requirements Training Grants](#)

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### **THE AG SECRETARY TOURS IOWA BIODIESEL PLANT AND DISCUSSES HOW BIOFUELS ARE REDUCING NEED FOR FOREIGN OIL, CREATING JOBS IN RURAL COMMUNITIES**

During the tour, Agriculture Secretary Tom Vilsack highlighted action by the Environmental Protection Agency to establish the volume of biodiesel products required to be included in diesel fuel markets.

"President Obama's all-of-the-above energy plan is working – today, we are importing less foreign oil than we have in nearly two decades and we are creating jobs by producing more of our energy here at home, said Vilsack. "A key part of the President's strategy is the development and promotion of biofuels and bio-based products, which are helping us fuel our cars and trucks and displacing petroleum used in the manufacturing of household products. Over the past three years, we have doubled generation from renewable energy and today's announcement by EPA will ensure that we are continuing to utilize biodiesel to help meet our energy needs, create jobs and strengthen the rural economy."

Action by the EPA sets the 2013 volume of biodiesel products required to be included in diesel fuel markets at 1.28 billion gallons under the Energy Independence and Security Act of 2007 (EISA) which established the second phase of the Renewable Fuel Standards program. EISA specifies a one billion gallon minimum volume requirement for the biomass-based diesel category for 2012 and beyond. It also calls on EPA to increase the volume requirement after consideration of environmental, market, and energy-related factors. This final action follows careful review of the many comments and additional information received since EPA proposed the volume last spring.

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

Story Info: [USDA Newsroom](#)

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### **AS OF YET, THERE'S NO DISCERNIBLE DROUGHT EFFECT ON RETAIL FOOD PRICES**

Has this summer's drought made any discernible impact on what we are paying for food? Ricky Volpe, USDA food price economist, saying that fresh vegetable prices are generally running well below last year at this time.

Radio Story: [No Discernible Drought Effects On Retail Food Prices....Yet](#)

[ACTUALITY: Fresh Vegetable Retail Prices Running Below Last Year](#)

**(September 13)**

**ANOTHER EFFORT BEING MADE TO TRY TO GET  
A FARM BILL UP FOR A HOUSE VOTE**

Some House members are taking new steps to try to bring a Farm, Food and Jobs Act to the floor of the House of Representatives for a vote.

Radio Story: [Another Move Made To Try To Get A Farm Bill Up For A House Vote](#)

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**MORE FUNDING TO CREATE JOBS AND  
IMPROVE RURAL WATER SYSTEMS**

Agriculture Secretary Tom Vilsack announced funding for rural water projects to create jobs and improve rural water and wastewater systems in 16 states.

"These improvements to rural water infrastructure will provide reliable access to clean water, improving public health while creating jobs that strengthen rural economies." Vilsack said. For example in Iowa, the city of Rhodes has been selected to receive loan and grant funds to rehabilitate the sewage collection system and lagoon for the city. In rural Virginia, the town of Kenbridge was selected to receive a loan and grant to upgrade old sewer lines and pump stations. The current wastewater system allows untreated sewage run off resulting in hazards to human health. The sewer system serves approximately 440 residential and 90 commercial users.

Since 2009, USDA has provided more than \$8.1 billion in investment to bring modern, updated water and waste water capacity to thousands of rural communities – helping to safeguard the health and wellbeing of millions.

The \$54 million in loans and \$19 million in grants are being provided by USDA Rural Development's Rural Utilities Service (RUS) to help rural communities build and upgrade rural water systems. RUS funding provides thousands of new connections to water and wastewater facilities to improve water quality, increase the efficiency of water use, and reduce usage. For instance, in Pennsylvania, a new sewage treatment plant was constructed with USDA support by the Center-West Joint Authority to stop the discharge of raw sewage into the Monongahela River. Upgrades to a nearby system in Brownville eliminated pollution to the Dunlap Creek Watershed, allowed new users to be added to the system and further increased economic development by enabling a new, large retail store to be constructed in the area.

For a complete list of projects funded, [click here](#). Funding is contingent on recipients meeting the terms of the loan and grant agreements. For more information on the Water and Environment Program please visit [http://www.rurdev.usda.gov/UWEP\\_HomePage.html](http://www.rurdev.usda.gov/UWEP_HomePage.html).

Contact: Dane Henshall (202) 260-0996

Story Info: [USDA Newsroom](#)

Radio Story: [Another Round Of Funding For Rural Infrastructure And Economies](#)

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## **EXPERTS PREDICT DECREASED INTERNATIONAL PROBLEMS RELATED TO FOOD PRICES**

Will high farm commodity prices translate into international problems related to food supplies?

Radio Story: [Experts Expect Few International Problems Related To Food Prices](#)

## **(September 12)**

### **THE U.S. CORN SUPPLY FORECAST ARE INCREASED WHILE YIELDS ARE LOWERED**

The U.S. corn crop forecast is projected slightly lower this month due to lower ear counts and lower overall yields in the Western Corn Belt. USDA Chief Economist Joe Glauber talking about the new forecasts for corn carryout, production, exports, corn for ethanol use and projected ending stocks.

Radio Story: [U.S. Corn Supply Forecast Increased, Yields Lowered](#)  
[ACTUALITY: Expert Comments On New Corn Projections](#)

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### **WILL CHINA BE IN THE MARKET TO IMPORT A HOST OF CORN THIS YEAR?**

With U.S. supplies of corn down and prices up, will China be in the market for very much U.S. corn?

Radio Story:  
Will China Be In The Market To Import A Lot Of Corn This Year?

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### **THE 2012 FALL COLORS SHOULD ARRIVE RIGHT ON TIME**

Despite an earlier than normal start to the seasons this year, the fall color change of foliage this fall should occur in its normal time range.

Radio Story: [Fall Colors Should Arrive Right On Time](#)

## **(September 11)**

### **USDA LOWERS PRODUCTION FORECASTS FOR CORN, COTTON AND SOYBEANS**

Here are some highlights from the new USDA crop production forecasts. The U.S. corn crop forecast is projected slightly lower this month due to ear count and lower yields in the Western Corn Belt.

Radio Story: [USDA Lowers Production Forecasts For Corn, Cotton And Soybeans](#)

[U.S. Corn Supply Increased, Yields Lowered](#)

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**U.S. AGRICULTURE EXPORTS  
STILL TRAILING LAST YEAR'S PACE**

The dollar value of U.S. agricultural exports is still trailing last year. USDA economist Steve MacDonald says the country's imports of foreign agricultural products are continuing to grow.

Radio Story: [U.S. AG. EXPORTS STILL TRAILING LAST YEAR'S PACE](#)  
[ACTUALITY: Our Imports Of Ag Products Are Growing](#)

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**FARMERS ASKED TO RESPOND QUICKLY  
TO RECENT USDA SURVEY**

Agriculture Department statisticians are in the final push to get responses from farmers to a major survey.

Radio Story: [Farmers Asked To Respond Quickly To Recent USDA Survey](#)

**(September 10)**

**VILSACK RESPONDS TO ANTICIPATED  
FARM BILL QUESTIONS**

The Agriculture Secretary says several questions will arise in the event a new Farm Bill is not signed into law before months' end.

Radio Story: [Vilsack On Farm Bill Questions](#)

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**USDA CONTINUES WITH EFFORTS TO HELP PRODUCERS  
THROUGH DROUGHT CIRCUMSTANCES**

USDA has offered several programs and tools of assistance this summer to ag producers impacted by the several drought in much of the nation.

Radio Story: [Efforts To Help Producers Through Drought Circumstances](#)

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**USDA EXPANDS ECONOMIC OPPORTUNITIES  
FOR AGRICULTURE**

Agriculture Secretary Tom Vilsack says it is no coincidence that record commodity prices and export forecasts are occurring along with new, widening opportunities. Meantime efforts are continuing to increase in finding ways to help new farmers and ranchers begin in the agriculture sector.

Radio Story: [Vilsack On Expanding Economic Opportunities For Agriculture](#)

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Secretary Announces Achievement of Smart Grid Milestone During North Carolina Event (RD)



**Agriculture Secretary Tom Vilsack's Weekly Radio Address**  
[TV #36 Ag Sec Weekly Address – Food, Farm And Jobs Bill](#)



Learn more about President Lincoln's agricultural legacy [here](#).

[Click To Access Stories on USDA Celebrating 150 Years](#)

## FROM OUR RADIO SERVICE

*(Feature Line-Up Subject To Change Prior to Update On September 18, 2012)*

**AGRICULTURE USA CD # 38.12** – USDA's September Crop Reports and Supply And Demand Estimates were again watched closely after the events of the August reports. What changed, and what are the impacts? Rod Bain takes a look in this edition of "Agriculture USA".

**CONSUMER TIME CD # 38.12** – Lawn Care And Revitalization After Drought, Lots To Consider When Packing A School Lunch, Technology Advances Determination of Meat Characteristics, A Pizza Garden Is Used As A Teachable Food Moment, For Young People Being “Connected” Has Both Pros And Cons.

**AG UPDATE CD # 38.12** – News From USDA September Crop Reports, Two Nations Playing Key Role In US Grain And Soybean Markets, Soybean Price Jump And The Droughts Fueling it. A Tip For Livestock Producers: Keep Good Records, Treatment For A Dairy Cow Ailment Under Study.

**UPCOMING ON THE USDA RADIO NEWSLINE** – September 18 – Livestock, Dairy, And Poultry Outlooks (ERS-WOAB); Crop Weather Report (WAOB). September 21 – Cattle On Feed (NASS). September 24 – 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

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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**

### **Vilsack Calls For Farm Bill Passage**

Agriculture Secretary Tom Vilsack says American farmers need a new Farm Bill

#### **FTP Download instructions:**

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

User name: usdanews

Password: Newscontent1

Filename for **TV Feature**: Vilsack nfu 2012

The new file is in QuickTime Movie (H.264)

**YouTube:** [Vilsack Farm Bill](#)

**Video Podcast:** [Vilsack Farm Bill iTunes](#)

**RSS Page:** [Vilsack Farm Bill 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>

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## USDA Taste-Tests Healthy School Meals

The US Department of Agriculture is taste-testing healthy options for school meals, as part of a new effort to improve nutrition

**YouTube:** [USDA Taste-Tests Healthy School Meals](#)

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



**FFA ORGANIZATION GETS A DIGITAL DISTRIBUTION SYSTEM** – It’s a partnership between the National FFA Organization, Rural TV, iHigh.com and Alltech. The joining of forces enables FFA to deliver educational materials and programs to middle- and high-school students across the U.S. through TV and Internet broadcasts. FFA programming can now be accessed 24 hours a day by visiting [iHigh.com/FFA](http://iHigh.com/FFA). Programming includes state FFA convention sessions, National FFA Convention & Expo sessions, coverage of the 2012 FFA Alumni Development Conference and local FFA events.

The digital delivery system will provide a window into the world of FFA, agricultural education and agriculture by sharing activities and accomplishments of FFA members with parents, community leaders, consumers, business and industry and the general public. It will make the FFA story available to a global audience; anyone with an Internet connection will have intimate access to FFA educational programs and opportunities for students.

In addition to playing a key role in the Internet streaming, RFD-TV has long provided gavel-to-gavel coverage of the annual National FFA Convention & Expo on its broadcast channels. The 2012 National FFA Convention & Expo runs Oct. 24-27 in Indianapolis.

“The new digital distribution options will allow more students, FFA members, teachers and FFA alumni to participate in major activities, such as state and national FFA conventions. FFA members who can’t attend those events will be able to share and benefit from educational and motivational presentations at the events,” said **Dwight Armstrong**, chief executive officer of the National FFA Organization. “Rural TV, Alltech and iHigh understand the value of helping FFA build an educational pipeline for future workers and innovators in agriculture while also building leaders that strengthen local communities.”

“We are all committed to help FFA grow so that the organization can achieve greater opportunities and reach more students,” said **Patrick Gottsch**, founder and president of Rural Media Group, creator of Rural TV. “It’s exciting to see this entire team focused on the same goal of helping young people succeed.”

“The potential impact of this agreement is creating a lot of excitement,” said **Billy Frey**, senior vice president of agricultural content at iHigh.com. “Alltech and iHigh have been able to work with 12 states to broadcast their state FFA conventions online utilizing this technology, and more chapters are signing up daily.”



**AMERICAN FARM BUREAU PRESIDENT BOB STALLMAN VISITS INDIANA – Andy Eubank** (Hoosier Ag Today - Lafayette, Indiana) reports Stallman was the keynote speaker at the Indiana Farm Bureau District 3 fall meeting. Part of his duties were to help pay tribute to retiring director **Kendall Culp**. Stallman also talked about the 2012 Farm Bill. **Eubank** said, “Right now he is skeptical that it will get done before the November election. He also previewed the September 12<sup>th</sup> Washington, D.C. rally by the coalition *Farm Bill Now*.” **Stallman** toured Purdue University and Fair Oaks Dairy and Pig Adventure.



**Left to right: Bob Stallman, Andy Eubank of Hoosier Ag Today, Lori Stallman, and at right Indiana Farm Bureau President Don Villwock**

**RURAL UTILITIES SERVICE ADMINISTRATOR JONATHAN ADELSTEIN LEAVES USDA –** During his three years at USDA, Jonathan Adelstein has helped to make significant investments through the American Recovery and Reinvestment Act said Agriculture Secretary Tom Vilsack. “This work will strengthen rural America for decades to come.” Under Jonathan’s leadership, USDA expanded broadband access for nearly seven million Americans and 365,000 rural businesses, provided more than 5,500 grants and loans to modernize rural water and waste systems, and strengthened rural telecommunications services. “Our country will also benefit from a stronger and more reliable electric grid – more than 91,000 miles of new and upgraded electric line, along with deployment of smart grid technology across America and new renewable energy systems that are saving enough energy to power nearly 600,000 American

homes for a year. Including his service here, Jonathan has contributed more than 25 years to public service and I wish him well."

Adelstein leaves USDA effective September 15. John Padalino has been designated Acting Administrator with Adelstein's departure.



**THE WORLD FOOD PRIZE PAYS TRIBUTE TO VERGHESE KURIEN – Dr. Verghese Kurien** is known as the "Father of the White Revolution" in India. **Dr. Kurien** won the 1989 World Food Prize for his significant achievements in milk production and distribution. He passed away over the weekend.

**Ambassador Kenneth M. Quinn**, president of the World Food Prize Foundation, paid tribute to **Dr. Kurien**. "Dr. Verghese Kurien was part of that special generation of agricultural pioneers who led what became the single greatest period of food production and distribution in human history, thus significantly reducing hunger and enhancing nutrition," Quinn said. "His memory will be preserved both by the many families and people in his native country who benefitted from his innovations, and here in the World Food Prize Hall of Laureates in Des Moines, Iowa."

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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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