



Letter No. 3635
Friday, September 23, 2011
Creative Media & Broadcast Center
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BROADCASTERS LETTER

#3635

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(September 22)

TRADE MISSION TO VIETNAM AIMS TO CREATE AMERICAN JOBS AND BUSINESS OPPORTUNITIES FOR U.S. AGRICULTURE

Fifteen U.S. companies join USDA Acting Under Secretary for Farm and Foreign Agricultural Services Michael Scuse to form business ties and joint ventures on a first of its kind mission. Throughout the mission, these companies will meet with nearly 150 Vietnamese producers, importers, buyers, distributors, and investors to develop trade relationships. The food and agricultural trade Mission to Vietnam in the cities of Hanoi and Ho Chi Minh City will take place September 26-29.

"U.S. farmers and ranchers are seeing record sales of farm goods abroad and looking forward to some of the best net incomes in decades thanks to global demand for the American brand," said Scuse. "Since 2006, no other major U.S. agricultural export market has grown as quickly as Vietnam. This is a significant and growing market for U.S. producers and a driver for the American economy, helping to support more than 28,000 jobs here in the United States through exports of American products. USDA trade missions have a successful track record of helping to support U.S. job creation and business opportunities for American food and agricultural companies. Establishing partnerships and creating opportunities for trade is how we will build an economy that continues to grow, innovate and out-compete the rest of the world."

During his visit, Scuse will meet with Vietnamese government and agricultural officials, U.S. agribusiness, and visit agricultural production and development sites. He will also join U.S. Ambassador to Vietnam David Shear to open the USA Pavilion at Food and Hotel Vietnam (FHV)—one of Southeast Asia's premier food trade shows—on Sept. 28. The sold-out USDA-endorsed USA Pavilion will feature 28 exhibitors displaying a wide variety of food and agricultural products to an expected 8,000 visitors.

Vietnam is one of the world's fastest-growing economies and an important market for U.S. agricultural products. Two-way agricultural, fish and forestry trade with Vietnam reached nearly \$3.4 billion in 2010. For more information about this trade mission, visit the Foreign Agricultural Service's [Vietnam trade mission web page](#).

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

(September 21)

U.S. TAKES ACTION AGAINST CHINA TO PROTECT AMERICAN JOBS

The U.S. Trade Representative is filing a case against China before the World Trade Organization (WTO) to protect jobs in America's poultry processing sector. The USTR is working to level the playing field for poultry sector jobs it says are being threatened by China.

For Radio Story: [U.S. Takes Action Against China To Protect American Jobs](#),
[U.S. Seeks Fairness for American Chicken Producers](#),
Actualty: [USTR General Counsel on Chinese Trade Action](#)

**DAIRIES CONTINUE TO PUMP UP
HERD SIZE AND PRODUCTION**

Latest milk numbers show more production and bigger herds.

For Radio Story: [Dairies Continue To Pump Up Herd Size and Production](#)

EXTREME HEAT COULD IMPACT CATTLE REPRODUCTIVE CYCLE

The severe heat and drought of the Southern Plains this year may cause an earlier birthing pattern for cattle.

For Radio Story: [Extreme Heat Could Impact Cattle Reproductive Cycle](#),
[How Extreme Heat Can Impact Cattle Gestation](#),
Actualty: [Comments about Study on Heat and Early Cattle Births](#)

(September 20)

**RURAL DEVELOPMENT UNDER SECRETARY TONSAGER PROMOTES
JOB CREATION PARTNERSHIPS WITH RURAL BUSINESS LEADERS**

USDA Rural Development Under Secretary Dallas Tonsager met with electric utility officials and business leaders from across the country to promote ways USDA is working with them to create jobs and strengthen rural economies. He spoke at the National G&T Managers' Association Fall meeting in Austin, Texas. Participants at the meeting discussed the future of rural energy during the two-day meeting. Tonsager underscored the ways Rural Development programs – such as the Rural Energy for America Program (REAP) – are helping rural small businesses and agricultural producers reduce energy consumption, spur economic development, create jobs and become more profitable.

"USDA Rural Development and the Obama Administration are reaching out to you, the local rural business owner and community member," said Tonsager. "We want to get your input on important issues affecting your communities and provide resources to assist with those issues."

The meeting served as an opportunity to educate participants about USDA programs and other federal. Last week, Tonsager announced REAP grants for 23 Texas businesses. Fourteen of these projects will improve energy efficiency in poultry houses. The funding is expected to save the recipients a total of \$191,653 per year by retrofitting existing structures or building new boiler production houses to replace inefficient ones.

Four REAP recipients in Texas received funding to install photovoltaic solar thermal systems to offset propane energy used to heat poultry houses. These investments are expected to lower energy costs by

\$48,340 annually. REAP is one of many USDA Rural Development programs that help rural businesses create jobs.

Contact: Angela Kiker (254) 742-9751

For More Story Info: [Latest USDA News Releases](#)

FALL CROP INSURANCE SALES CLOSING DATE APPROACHING

Producers of fall planted crops have until the end of September to purchase crop insurance for the upcoming season.

For Radio Story: [Fall Crop Insurance Sales Closing Date Approaching](#)

PROPER STORAGE KEY TO PREVENT AFLATOXIN IN CORN

How corn is stored is one way producers in dry and humid areas can prevent the growth of a microtoxin in their crops.

For Radio Story: [Proper Storage Key to Prevent Aflatoxin in Corn](#)

THE FINGERNAIL TEST AND RIPENESS OF SOME VEGGIES

An old trick can help backyard gardeners determine if their winter squash and corn is ready for harvest.

For Radio Story: [Fingernail Test and Ripeness of Certain Veggies](#)

(September 19)

U.S. BROILER EXPORTS TO CLIMB, DESPITE PROBLEMS IN RUSSIAN MARKET

Moves over the last couple of years by Russia have cut sales of U.S. broilers there, but poultry exporters are finding other markets to take up the slack.

For Radio Story: [U.S. Broiler Exports Climb Despite Problems In Russian Market](#)

COMMUNITY IS THE FOCUS OF NATIONAL FARM SAFETY WEEK

This year's awareness campaign on farm safety and health centers on the importance in keeping the community safe.

For Radio Story: [Community Is the Focus of National Farm Safety Week](#)

AG SECRETARY VILSACK ON RECEIPT OF CHAIRMAN'S AWARD FROM THE PRESIDENT'S BOARD OF ADVISORS ON HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

"It is a true honor and a privilege to accept the "Chairman's Award" from the President's Board of Advisors on Historically Black Colleges and Universities. Over the decades, HBCUs have been critical in producing many of our nation's great authors, intellectuals, civil rights and business leaders, inventors and teachers. And maintaining our Historically Black Colleges and Universities as thriving, top-notch, centers of higher-education is critical to preparing our nation's future workforce and keeping America competitive.

As Secretary of Agriculture, I have sought to strengthen our relationship with HBCUs as part of our effort to build a new era at USDA as a premier service provider and partner for all Americans, including those in minority and underserved communities.

Last year, I had the opportunity to visit Alabama A&M University to see firsthand an example of the good and important work that HBCUs are doing around the country. I had just signed a Memorandum of Understanding reaffirming the partnership between the USDA and the 1890's institutions and committing to improve outreach efforts to universities, to socially disadvantaged farmers, and to poverty-stricken communities. And in Huntsville, where I saw an institution promoting citizenship and educating our next generation of leaders, it was obvious why HBCUs must be an important partner with USDA and our work to bring economic growth and opportunity to every American.

I appreciate the leadership of Dr. William Harvey, chairman of the President's Board of Advisors on HBCUs. Over these past two years, I have met with him and a number of other HBCU presidents who have shared some excellent suggestions for USDA and our relationship with HBCUs. I know that the President's Board of Advisors has and will take great steps to strengthen these institutions across the nation. And under my leadership, USDA is eager to partner with you and continue to be part of that effort. Thank you."

For More Story Info: [Latest USDA News Releases](#)

(September 16)

RURAL SMALL BUSINESSES AND PRODUCERS RECEIVE SUPPORT TO ASSIST IN JOB CREATION

The USDA announces funding for more than 500 projects to boost renewable energy production, and reduce energy costs for agricultural producers and rural small businesses across the country. "This funding is an important part of the Obama Administration's plan to help the nation's farmers, agricultural producers and rural small businesses conserve natural resources, create more green jobs and lead us on the path to becoming an energy independent nation," says Agriculture Secretary Tom Vilsack. "These projects are in addition to the more than 900 renewable energy and energy efficiency projects recently announced during the President's Rural Economic Forum."

The grants and loan guarantees are being provided through the Rural Energy for America Program (REAP), a 2008 Farm Bill initiative. 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 small businesses. In all, USDA announced today more than \$27 million in energy grants and guaranteed loans for projects.

The Obama Administration has set a goal of making 10,000 new flex-fuel pumps available to America's drivers within the next five years – a five-fold increase from today's level. By building infrastructure to put biofuels produced in America in our fuel tanks, the USDA is supporting the clean energy economy we need to ensure our long-term prosperity and help us out-compete the rest of the world. The USDA is working to support the research, investment and infrastructure necessary to build a nationwide biofuels industry that creates jobs in every corner of the country.

Funding of each award is contingent upon the recipient meeting the conditions of the grant or loan agreement. Grants can finance up to 25 percent of a project's cost, not to exceed \$500,000 for renewables, \$250,000 for efficiency. For a complete listing of Rural Energy for America Program recipients announced today, [click here](#).

Contact: USDA Office of Communications 202-720-4623

For More Story Info: [Latest USDA News Releases](#)

For Radio Story: [Reap Benefits Continue](#)

HOW ENERGY EFFICIENCY TIES IN WITH EDUCATION AND JOBS

A White House official visited Pennsylvania to share and learn strategies on strengthening the U.S. economy.

For Radio Story: [How Energy Efficiency Ties In With Education and Jobs](#)

FROST PROTECTION FOR ROOT VEGETABLES

While some root veggies like potatoes and onions can withstand a freeze event, others may need some protection.

For Radio Story: [Frost Protection for Root Vegetables](#)

For more agriculture news visit www.USDA.gov and click Newsroom on the toolbar.

LATEST BLOG POSTS



[USDA Blog](#)

- Dr. Beverly Schmitt Shares Her Experiences Working in the Diagnostic Laboratories - World Veterinary Year 2011 (APHIS)
- Deputy Under Secretary Talks to Planning Group about the Link Between Rural and Urban Americans (RD)
- South Dakota Transformers (RD)
- National Fire Plan funds support Maine's Defensible Space Chipping Program (FS)

FROM OUR RADIO SERVICE

AGRICULTURE USA CD # 39.11 – The United States is none too pleased with China's locking out America's poultry industry to exports. In this Agriculture USDA report Susan Carter examines the dispute and learns what steps the U.S. is taking to counter the imposition of the duties.

CONSUMER TIME CD # 39.11 – Many Americans Still Depend On Federal Food Aid. Peanuts Producing Food Aid In Horn Of Africa. Forest Service Experts Help Baseball Cut Broken Bat Injuries. Keeping Track Of Fall Color Changes. The Beekeeping Business - Where Is Thy Sting?

AG UPDATE CD # 39.11 – Exports Still Ahead Of Last Year Despite Monthly Declines. Russia In WTO Could Help US Poultry Exports. Fall Crop Insurance Deadline Approaches. US Poultry Exports And A Challenge To China. Extreme Heat May Mean Early Fall Cattle Births.

UPCOMING ON THE USDA RADIO NEWSLINE – September 27 – Crop Weather (WAOB). September 28 – Quarterly Hogs And Pigs Report (NASS). September 29 – Agricultural Prices Report (NASS). October 3 - Crop Progress (NASS). **These are USDA reports we know about in advance. The 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

Agriculture Secretary Tells Farmers To Get Noticed

Agriculture Secretary Tom Vilsack tells farmers and ranchers they have to get noticed

YouTube: [USDA on YouTube/agriculture secretary tells farmers to get noticed](https://www.youtube.com/watch?v=USDA on YouTube/agriculture secretary tells farmers to get noticed)

Video Podcast: [USDA iTunes Video Podcast/agriculture secretary tells farmers to get noticed](https://www.usda.gov/itunesvideo/podcast/agriculture-secretary-tells-farmers-to-get-noticed)

RSS Feed: [USDA RSS Feed/agriculture secretary tells farmers to get noticed](https://www.usda.gov/rss/feed/agriculture-secretary-tells-farmers-to-get-noticed)

A new TV feature is available on the USDA FTP site

Filename: vilsack nfu feature

Download Instructions:

The host: [USDA CMBC Download Instructions](https://www.usda.gov/cmhc/download-instructions)

User name: usdanews

Password: Newscontent1

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

Please email bob.ellison@usda.gov if you have problems or suggestions

Also, use this free ftp client if you have problems

[USDA Client Download/filezilla](https://www.usda.gov/client/download/filezilla)

OFF MIKE

SOYBEAN IS THE MAIN TALK IN NEBRASKA AS OF LATE – “Over the last month we have broadcast live from the annual Soybean Management Field Days, sponsored by the University of Nebraska-Lincoln Extension and Nebraska Soybean Board, “ says **Ken Rahjes** (KRVN/Rural Radio Network – Lexington, Nebraska [KRVN Radio](#)). **Rahjes** was among fellow farm broadcasters **Mike LePorte** and **Chad Moyer**, who for broadcast over 100 reports from Husker Harvest Days in Grand Island. There was also a 10 day run of the 143rd Nebraska State Fair.

“While at the state fair KRVN/Rural Radio Network partnered with the Nebraska Department of Agriculture to award over \$5,000 in scholarship money to youth in the annual Elite Showmanship Competition.” The American Red Cross was also awarded a check for \$6,600 on behalf of Nebraska farmers who donated grain for relief to Japan due to the hurricane. KRVN provided support to the project through interviews and public service announcements.

As for the crop outlook, **Rahjes** tells us, “The beautiful late spring/early fall has farmers anticipating a good harvest as crops look good in central Nebraska.”



KEEPING BACKYARD BIRDS DISEASE FREE – The USDA unleashed a series of videos in its campaign aimed at helping backyard poultry owners keep their birds safe from deadly infectious diseases. The videos feature USDA veterinarian Dr. Kate Bowers along with Healthy Harry, the animated spokesperson for USDA’s Biosecurity for Birds campaign. The focus is on keeping the birds healthy. “Healthy Flocks Rock,” includes tips such as buying chicks from reputable hatcheries, separating birds that have been on exhibit at fairs and shows from the rest of the flock and checking for signs of illness such as coughing. The second video, “Keep it Clean,” emphasizes the need to scrub and disinfect hands, tools, shoes and anything else that might come into contact with backyard poultry to guard against the spread of disease. The third and final video, “Know Your Birds,” will be released in October. Here are the video links: [Healthy Flocks Rock](#), [Keep it Clean](#), [Know Your Birds](#)

WEEK OF SEPTEMBER 16TH DECLARED NATIONAL FARM SAFETY AND HEALTH WEEK – The proclamation came from **President Barack Obama**. “I call upon the agencies, organizations, businesses, and extension services that serve America’s agricultural workers to strengthen their commitment to promoting farm safety and health programs.” **Mr. Obama** also urged Americans to honor the country’s agricultural heritage and express appreciation to farmers, ranchers, and farm-workers for their remarkable contributions.

“The food, fiber, and fuel generated by our agricultural sector are vital to America’s 21st-century economy. Farmers represent the best of the American dream -- passing on proud traditions of hard work and commitment to their children. This week, we celebrate farmers’ contributions to the fabric of our Nation as they cultivate the products that sustain us, serve as stewards of our environment, and stand as the backbone of communities across our country.”

The president applauded the self-discipline and determination of farm communities which he says have allowed them to persevere through drought, storms, and hard times, always emerging strong and vibrant. For the full text click on [National Farm Safety and Health Week 2011](#).

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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