

Letter No. 3644  
Friday, November 25, 2011  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3644

Friday, November 25, 2011

**(November 24)**



# **Happy Thanksgiving**



**(November 23)**

**A GREAT YEAR FOR  
U.S. TURKEY EXPORTS**

This year exports of U.S. turkey products have surprised a lot of people.

For Radio Story: [A Great Year For U.S. Turkey Exports](#)

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**MAKING THE SEASON LESS WASTEFUL  
AND MORE PLENTIFUL**

There are 10 steps that one organization wants people to keep in mind when it comes to feasting this holiday season. As you prepare for those upcoming special meals, you may want to consider ways on how to reduce food waste during the holiday season. Purchasing and serving too much food, especially during the holiday season, can contribute to environmental deterioration says Worldwatch Institute senior researcher Danielle Nierenberg. She offers suggestions on curbing holiday food waste.

For Radio Story: [Making The Season Less Wasteful And More Plentiful  
Waste Not Want Not This Holiday Season  
ACTUALITY: How Curbing Food Waste Helps The Environment](#)

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**A PRESIDENTIAL PARDON IN THE  
CAUSE OF LIBERTY AND PEACE**

Thanksgiving is not a great day to be a turkey, unless you get a pardon from the President.

For Radio Story: [A Presidential Pardon In The Cause Of Liberty And Peace](#)

**(November 22)**

**USTR OFFICIAL: SPEEDY IMPLEMENTATION  
OF SOUTH KOREA FTA NEXT**

The US will now work closely with South Korea to implement the Free Trade Agreement now that the Korean Assembly has adopted the measure. A U.S. Trade Representative official says several parts of US Country of Origin were affirmed in the recent World Trade Organization challenge on the rule.

For Radio Story: [Speedy Implementation Of South Korea FTA Next  
What The WTO Cool Ruling Means?](#)

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**USDA'S ROLE IN  
FIGHTING HUNGER**

One of the Department of Agriculture's main resources to fighting hunger is its partnership with food banks.

For Radio Story: [USDA'S Role In Fighting Hunger](#)

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## **IN PERSON FOOD SAFETY AND COOK TIPS AVAILABLE ON THANKSGIVING DAY**

If you want some last minute Thanksgiving Day advice on preparing that big meal correctly and safely, you can actually talk to a live expert on Thanksgiving, and it's free. Some of the things we think we know about Thanksgiving history may not be exactly true.

For Radio Story: [In Person Food Safety And Cook Tips Available On Thanksgiving Day Thanksgiving Facts and Fables](#)

**(November 21)**

## **U.S. AND CHINA CONCLUDE 22ND SESSION OF THE JOINT COMMISSION ON COMMERCE AND TRADE**

The Departments of Agriculture and Commerce along with the United States Trade Representatives welcome concrete results in trade negotiations. They also reiterate the need to achieve greater market access for American exporters.

"China is one of the most important agricultural trade partners for the United States and the meetings and discussions in recent days have helped to strengthen this partnership and build greater export opportunities for our farmers, ranchers and growers," said Agriculture Secretary Tom Vilsack. "We intend to continue these discussions in the months ahead on beef and other agricultural products to break down additional trade barriers so Chinese consumers can benefit from the high quality products that are produced in America."

"The JCCT gives us a mechanism to address the toughest issues in our trade relationship, and we must judge it by our ability to make concrete progress," United States Trade Representative Ambassador Ron Kirk said. "We have reached agreement on a number of important outcomes, though we had hoped to accomplish even more. In our discussions with our Chinese counterparts, we spoke frankly about the need to redouble our efforts going forward."

"Both sides worked hard to produce some meaningful progress that will help provide a needed boost to U.S. exports and jobs," said Commerce Secretary John Bryson. "This is a step in the right direction. But we must continue to actively engage our Chinese counterparts to open additional opportunities for U.S. businesses."

The three leaders report meaningful progress on key elements of the U.S.-China trade relationship, but also underscored that much more work remains to be done to open China's market to U.S. exports and investment.

"Both sides worked hard to produce some meaningful progress that will help provide a needed boost to U.S. exports and jobs," Secretary Bryson said. "This is a step in the right direction. But we must continue to actively engage our Chinese counterparts to open additional opportunities for U.S. businesses."

Contact: Office of Communications (202) 720-4623

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

For Radio Story: [US Makes Progress With China On Ag Issues](#)

[ACTUALITY: On Vilsack On JCCT And China](#)

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## HOW GLOBAL CONSUMERS ARE IMPACTED BY RISING COMMODITY PRICES

Consumers have been impacted around the world due to two spikes in food commodity prices over the last two years.

For Radio Story: [How Global Consumers Are Impacted By Rising Commodity Prices](#)

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## USING ONLINE COUPONS TO SAVE THIS HOLIDAY SEASON

More consumers are turning to online coupons as a way to stretch their budgets for toys for gifts and holiday meals. Several websites and social media outlets offer online coupons and discounts for holiday shopping, or any time shopping.

For Radio Story: [Using Online Coupons To Save This Holiday Season](#)  
[Where To Find Online Coupons](#)

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For more agriculture news visit [www.USDA.gov](http://www.USDA.gov) and click Newsroom on the toolbar.



### [The Latest USDA Blog Posts](#)

Chef Ingrid Hoffmann, USDA's Meat and Poultry Hotline and FDA Talk Turduckens and Pumpkin Pie on Twitter **(FSIS)**

Bringing Thanksgiving to Our Troops **(AMS)**

From School Garden to Lunch Tray: Veggies Star in West Salem, Wisconsin **(FNS)**

Serving an American Thanksgiving Feast - in Taiwan **(FAS)**

'Move Your Body' keeps students moving at Job Corps Center in North Carolina **(FS)**

Science Tuesday: One Million Acres Protected, One Acre at a Time **(REE)**

Enjoy the Holidays: Preparing Healthy and Safe Meals! Special holiday series – Blog 5 of 5 **(FNS/FSIS)**

Active Living by Design Helps Get Communities Moving **(DFBNP)**

Highlight the USDA agricultural trade mission to Panama and Colombia, which takes place in

**(Bogota, Colombia from Nov. 15-17)**

Thanksgiving Leftovers **(Week of 11/21/2011)**

Tracking Troublesome Turkey Traffic in New Hampshire **(APHIS)**

Students Fuel Up to Play 60 in San Antonio **(FNS)**

Enjoy the Holidays: Preparing Healthy and Safe Meals! Special holiday series – Blog 4 of 5 **(FNS/FSIS)**

Cross-Commodity Thanksgiving Shopping Tips/Report **(AMS)**

Tweet with Us before You Gobble! Celebrity Chef Joins USDA's Meat and Poultry Hotline and FDA for Thanksgiving Food Safety Twitter Chat **(FSIS)**

## FROM OUR RADIO SERVICE

*(Feature Line-Up Subject To Change Prior to Update On November 29)*

**AGRICULTURE USA CD # 48.11** – Several agricultural based groups are conducting talks in various forms with consumers and policymakers to see what they think, as well as tell the story of farming and ranching. Rod Bain interviews members from some of their organizations to learn what is happening in this edition of "Agriculture USA".

**CONSUMER TIME CD # 48.11** – How To Tangle With Holiday Parties And Not Gain Weight. Keeping Computers Safe While Holiday Coupon Shopping. Tips To Keep That Christmas Tree Fresh. The "Green" Christmas Tree. Some Land Grants Present Seafood Health Facts.

**AG UPDATE CD # 48.11** – What The WTO C.O.O.L. Ruling Means. Are We Seeing A Permanent Downsizing In The Beef Sector? Farm Credit In The Face Of Record Land Values. Ag Groups Focus On Consumers And Dialogue. NRCS In Partnership With Nutrient Best Management Practices.

**UPCOMING ON THE USDA RADIO NEWSLINE** – November 29 – Crop Weather (WAOB); Farm Sector And Household Income Forecasts (ERS). November 30 – Outlook For US Agricultural Trade (ERS); Agricultural Prices 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.

## FROM OUR TELEVISION SERVICE

### Paths To Progress HD

Paths to Progress, is a 19-minute documentary-style film produced by the US Department of Agriculture showing slices of life from USDA direct-hire employees working on Provincial Reconstruction Teams (PRT) in Afghanistan. The film

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

**YouTube:** [USDA on YouTube: Paths To Progress HD](http://www.youtube.com/watch?v=USDAonYouTube:PathsToProgressHD)

Please email [bob.ellison@usda.gov](mailto: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 TEAMS UP FOR AG LAW PROGRAM** – HAT's partnership is with Ice Miller LLP to produce a special feature program dealing with the many aspects of agricultural law. Ice Miller attorneys will be featured discussing a variety of issues related to agriculture. Issues to be covered by the program include: environmental regulations, estate planning, property rights, labor issues, zoning problems, succession planning, and many more reports **Gary Truitt** (Hoosier Ag Today - Indianapolis, Indiana [www.hoosieragtoday.com](http://www.hoosieragtoday.com)). "These issues are as important to a farm's success as the weather and good crops."

A regular column and radio interviews with **Kevin Alerding** will be featured. **Alerding** is a partner in Ice Miller's Personal Services, Trusts and Estates Group and he works closely with other Ice Miller attorneys on farm estate planning and corporate restructurings. **Alerding** is also a member of the firm's Agribusiness Group.

**Beth Bechdol** the director of agribusiness strategies at Ice Miller says, "Much has changed in the 100 years Ice Miller has been serving agribusiness clients, but our team's commitment to customized and valuable services continues. We are pleased to partner with Hoosier Ag Today to help educate farmers on the unique strategic needs of their agricultural operations."

The new agriculture law program can be heard on HAT radio stations, as well as on the special ag law page on the Hoosier Ag Today website. For additional program information, click on one of the following links, [www.hoosieragtoday.com](http://www.hoosieragtoday.com) and/or [www.icemiller.com](http://www.icemiller.com).

**AGRICULTURE LAW SLATED TO TAKE CENTER STAGE** – Agriculture Law will be the topic of a free seminar to be held during the Indiana/Illinois Farm Show December 13-15 at the Indiana State Fairgrounds. On December 13 the seminar will feature Ice Miller attorney **Kevin Alerding** and Indiana Farm Bureau staff attorney **Justin Schneider**. The seminar will be hosted by Hoosier Ag Today (HAT) broadcasters **Gary Truitt** and **Andy Eubank**.



**THE COUNTDOWN IS ON FOR THE 17<sup>TH</sup> ANNUAL COMMODITY CLASSIC** – The event is billed as the country's largest farmer-led, farmer-focused convention and trade show and a place where America's farmers meet with success. Corn, soybean, wheat and sorghum growers come to Commodity Classic to learn what will make them an even better farmer. The trade show offers attendees a venue to see and discuss the latest innovations with top industry leaders. The event's orientation and focus is all about farmers and helping farmers.

"Commodity Classic is unlike any other agricultural event," says Commodity Classic co-chair Martin Barbre. "This is where something as simple as a casual conversation with another grower can lead to ground-breaking and money-making improvements on the farm."

The event offers a wide range of learning and networking opportunities for growers in the areas of production, policy, marketing, management and stewardship—as well as showcasing the latest in equipment, technology and innovation. The 17th Annual Commodity Classic is March 1-3 in Nashville, Tennessee. For more information, visit [www.CommodityClassic.com](http://www.CommodityClassic.com).



**FFA MEMBERS MAKE THEIR VOICES HEARD IN THE NATION'S CAPITAL** – During the week of November 14-18, a group of 15 current and former FFA members and FFA advisors from five states met with various leaders within the Department of Agriculture and other agencies promoting native voices, rural and tribal issues. There are 210 FFA chapters in 20 states that have students who self-identify as Native American.

The event was designed to raise awareness of rural issues and engage in advocacy for Native American youth in agricultural education. The group united as a voice in the national dialogue on identifying barriers and opportunities in agricultural education that lead to both continuing higher education attainment and career success in native communities. They also met to recognize opportunities for support and mentorship for agricultural education students in native communities.

Among the administrators meeting with the group were Kathleen Merrigan, USDA Deputy Secretary; Bruce Nelson, Administrator of USDA's Farm Service Agency; Keith Moore, Director of the Bureau of Indian Education; and Brian Drapeaux, Chief of Staff of the Bureau of Indian Education.

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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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