



Letter No. 3641  
Friday, November 4, 2011  
Creative Media & Broadcast Center  
202-720-7079

## **BROADCASTERS LETTER**

#3641

Friday, November 4, 2011

**(November 3)**

### **U.S. COMMERCE SECRETARY JOHN BRYSON AND U.S. TRADE REPRESENTATIVE RON KIRK TO CONVENE 22ND SESSION OF U.S.-CHINA JOINT COMMISSION ON COMMERCE AND TRADE IN CHENGDU, CHINA**

The U.S.-China Joint Commission on Commerce and Trade (JCCT) with Chinese Vice Premier Wang Qishan is set for November 20 and 21 in Chengdu, China. U.S. Secretary of Agriculture Tom Vilsack will also take part in the discussions to address key agricultural trade concerns. "The JCCT is an important opportunity to address and resolve key trade concerns with China," said U.S. Secretary of Commerce John Bryson. "Our goals are to help open markets to U.S. exports that will improve the lives of the Chinese people, and to work to level the playing field for American companies. Our year-long work on these and other issues on the JCCT agenda will help spur economic growth here at home by increasing exports to China, and help us meet our National Export Initiative goal of doubling U.S. exports by the end of 2014."

"The JCCT is a key venue for ensuring that our bilateral trade relationship moves in a positive direction to provide maximum benefits for American workers and businesses," said U.S. Trade Representative Ron Kirk. "Through this year's JCCT, we are pressing China for concrete and measurable results on a number of significant issues including China's policies on intellectual property rights, investment and innovation, as well as a range of sector-specific industrial policies."

"Thanks to the productivity of America's farmers, ranchers and producers, our trading partners in China recognize the United States as a reliable supplier of the highest-quality food and agricultural products," said Vilsack. "Partnerships with a growing market like China are integral to the strength of the U.S. economy in the decades ahead."

Commerce: Parita Shah, 202-482-4883, [pshah@doc.gov](mailto:pshah@doc.gov)  
USTR: Nkenge Harmon, 202-395-3230, [nharmon@ustr.eop.gov](mailto:nharmon@ustr.eop.gov)  
USDA: Justin DeJong, 202-720-4623, [justin.dejong@oc.usda.gov](mailto:justin.dejong@oc.usda.gov)  
For More Story Info: [Latest USDA News Releases](#)

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## **LAWMAKERS MAY TRY ALTERNATE WAYS OF PASSING FARM PROGRAMS**

There may be more ways to pass farm policy legislation than by a so called "Farm Bill", and some lawmakers are considering those ways.

For Radio Story: [Lawmakers May Try Alternate Ways Of Passing Farm Programs](#)

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## **FSA COUNTY COMMITTEE ELECTION BALLOTS IN THE MAIL**

Eligible producers will have a month from Friday to vote in local Farm Service Agency County Committee elections. Kent Politsch of USDA's Farm Service Agency explains the purpose of local County Committees in the scope of USDA programs.

For Radio Story: [FSA County Committee Election Ballots In The Mail](#)  
[ACTUALITY: On FSA County Committees And Their Role](#)

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## **RETURNING VETERANS GOING INTO AG GIVEN A BOOST**

There are various USDA programs available to help returning veterans who desire a career in agriculture.

For Radio Story: [Returning Veterans Going Into Ag Given A Boost](#)

## **(November 2)**

### **MINORITY FARMER ADVISORY COMMITTEE TO HOLD SECOND MEETING, FINALIZE RECOMMENDATIONS ON INCREASING MINORITY PARTICIPATION IN USDA PROGRAMS**

On Thursday and Friday, November 3-4, the members of the USDA Minority Farmer Advisory Committee met for the second time to finalize recommendations on increasing minority participation in Department programs and services. Members will focus on supporting USDA by providing comments to Agriculture Secretary Vilsack on ways the Department can better serve minority and socially disadvantaged farmers and ranchers.

The Minority Farmer Advisory Committee is authorized under the Food, Conservation, and Energy Act of 2008 (Farm Bill) and will advise the Secretary on "implementation of section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990; methods of maximizing the participation of minority farmers and ranchers in USDA programs; and civil rights activities within the Department as such activities relate to participants in such programs." The committee's first meeting took place in Memphis, August 11-12, 2011.

Contact: Office of Communications (202) 720-4623

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

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## **AGRICULTURE SECRETARY VILSACK HIGHLIGHTS THE 150TH ANNIVERSARY OF USDA**

Agriculture Secretary Tom Vilsack announced the year-long celebration of USDA's 150th anniversary in 2012. Secretary Vilsack was in the hometown of USDA's founder President Abraham Lincoln who signed into law an act of Congress establishing the United States Department of Agriculture in 1862. "Through our work on food, agriculture, economic development, science, natural resource conservation and a host of issues, USDA still fulfills President Lincoln's vision as "The People's Department"— touching the lives of every American, every day," said Vilsack.. "As we commemorate 150 years, we will look for lessons from the past that can help us strengthen USDA in the future to address the changing needs of agriculture and rural America."

President Lincoln established USDA because he recognized the potential of America's farmers to find new ways to cultivate the land and that with advances in research and technology, America's farmers and ranchers could provide a safe, ample food supply for our nation and the world. In one of President Lincoln's only speeches on agriculture at the Wisconsin State Agricultural Society on September 30, 1859, he said, "...no other human occupation opens so wide a field for the profitable and agreeable combination of labor with cultivated thought, as agriculture."

USDA will use a 150th anniversary graphic to mark the occasion and created a web page, [www.usda.gov/usda150](http://www.usda.gov/usda150) that goes live today. The site will give the American people a sense of where USDA has been – and where USDA is headed in the 21st century. This web page will provide information about events, facts, and goings-on related to the anniversary.

Contact: Office of Communications (202) 720-4623

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

For Radio Story: [An Early Kickoff Of USDA'S 150 Year Anniversary](#)

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## **JAPAN CONSIDERS LIFTING U.S. BEEF TRADE RESTRICTIONS**

The Japanese government has announced it will review its current restrictions on U.S. beef.

For Radio Story: [Japan Considers Lifting U.S. Beef Trade Restrictions](#)

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## **SOUTH KOREAN FREE TRADE AGREEMENT STILL FACES HURDLES IN KOREA**

The free trade agreement with South Korea still has a couple of hurdles to jump in the South Korean parliament.

For Radio Story: [South Korean Free Trade Agreement Still Faces Hurdles In Korea](#)

**(November 1)**

## **SERIOUS GRASS SHORTAGES MAY BE IN STORE FOR SPRING**

Many livestock producers have been facing forage and hay shortages and many more may face the same problem by springtime.

For Radio Story: [Serious Grass Shortages May Be In Store For Spring](#)

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## **SOUTHERN PLAINS FARMERS WORKING TO MITIGATE DROUGHT EFFECTS**

Conservation officials say dust storms like the ones over Phoenix and Lubbock would be more numerous if farmers were not fully engaged in soil conservation practices.

For Radio Story: [Serious Grass Shortages May Be In Store For Spring](#)

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## **EXPANDING THE REACH OF EQIP INITIATIVES**

Four Natural Resources Conservation Service initiatives will be offered nationwide starting now. Mark Rose of USDA's Natural Resources Conservation Service explains how the Environmental Quality Incentives Program projects provide conservation benefits for landowners.

For Radio Story: [Expanding The Reach Of EQIP Initiatives](#)  
[ACTUALITY: On Examples Of EQIP Benefits](#)  
[Four EQIP Incentives Rolled Out Nationwide](#)  
[ACTUALITY: On EQIP Energy Incentive](#)  
[ACTUALITY: On EQIP Organic And High Tunnel Initiatives](#)

**(October 31)**

## **AG SEC VILSACK ANNOUNCES FUNDING TO EXPAND THE PRODUCTION AND AVAILABILITY OF ADVANCED BIOFUELS**

Agriculture Secretary Tom Vilsack announced payments for 156 advanced biofuel producers across the country to support the production and expansion of advanced biofuels. "This funding will help local producers increase the production and availability of renewable energy and thus help our nation begin to reduce its reliance on foreign oil," Vilsack said. "Just as importantly, USDA's support will help to further develop the nation's growing biofuels industry and generate green jobs and economic growth."

The funding is being provided through USDA's Bioenergy Program for Advanced Biofuels program. Under this program, payments are made to eligible producers to support and ensure an expanding production of advanced biofuels. Payments are based on the amount of biofuels a recipient produces from renewable biomass, other than corn kernel starch. Eligible examples include biofuels derived from cellulose; crop residue; animal, food and yard waste material; biogas (landfill and sewage waste treatment gas); vegetable oil, and animal fat. Through this and other programs, USDA is working to support the research, investment, and infrastructure necessary to build a biofuels industry that creates jobs and conserves natural resources across America.

For a complete list of award recipients by state go to [Latest USDA News Releases](#).

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

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## AG PRICES FOR PRODUCERS ON THE WHOLE MOVE UP

The latest USDA Agricultural Prices report show ag producers are receiving more on average for their goods compared to one month ago.

For Radio Story: [Ag Prices For Producers On The Whole Move Up](#)

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## BIG SNOWSTORM BRINGS POWER OUTAGES AND FOOD SAFETY CONCERNS

That freak pre-Halloween snowstorm has millions without power. If your power's out, how long will those perishable foods in the refrigerator last before becoming a food safety problem? Kathy Bernard with USDA's Food Safety and Inspection Service gives some prime sources of food safety information, including advice about what to do when you lose power. Bernard says appliance thermometers can help you know if food is still safe after a long power outage.

For Radio Story: <http://audioarchives.oc.usda.gov/radnewsdetail.asp?ID=16568>

[ACTUALITY: How To Find More Food Safety Advice When Storms Hit](#)

[ACTUALITY: Appliance Thermometers Can Help When Power Goes Out](#)

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## EXPERT SAYS FREAK OCTOBER STORM NOT A SIGN OF THINGS TO COME

The freak snowstorm that has dumped record snow on many areas of the eastern U.S. is not a sign of what the winter is going to be like. USDA meteorologist Brad Rippey says another storm is heading for the East later this week, but it won't be like this last one.

For Radio Story: [Expert Says Freak October Storm Not A Sign Of Things To Come](#)

[ACTUALITY: Another Storm On The Way, But Don't Worry](#)

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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](#)

People's Garden in Poland (**FFAS**)  
Partners Fighting Hunger in New Orleans (**FNCS**)  
World Vet Year

USDA Announces 2012 Commemoration of 150<sup>th</sup> Anniversary **(OC)**  
Meeting Tomorrow's Ag Leaders at the Future Farmers of America Convention **(AMS)**  
Carbon study conducted on US Forest Service land reveals unexpected results **(FS)**  
Winners of the annual World Food Prize **(FFAS)**  
Science Tuesday  
Florida School Celebrates Farm to School with 11 Pumpkin Dishes and a Lesson From a Chef **(FNS)**  
A Rainy Day Becomes Perfect Backdrop for A Visit to A New Jersey School's Garden **(FNS)**  
Living the dream on the San Bernardino National Forest **(FS)**

## FROM OUR RADIO SERVICE

*(Feature Line-Up Subject To Change Prior to Update On November 8)*

**AGRICULTURE USA CD # 45.11** – If it's true that an army travels on its stomach, then how is the trip these days? On this edition of AGRICULTURE USA Gary Crawford takes a look at the foods that our troops in the field are getting and how those foods are being checked for safety, nutrition, survivability and, yes, taste.

**CONSUMER TIME CD # 45.11** – Military Meals Have Come A Long Way In The Last Few Years. Mineralized Water May Have Health Benefits. Broccoli Gets Spicy Sidekicks For Antioxidant Punch. Websites Are Still Important Small Business Tools. Tips To Take On That Turducken.

**AG UPDATE CD # 45.11** – The 2011 Vote: FSA County Committee Style. A Helping Hand To Veterans Entering Agriculture. Great Lakes Area Study Confirms That Conservation Works. Incentives Expand Under USDA Conservation Program. NAL Joins Forces On WorldWide Science Website.

**UPCOMING ON THE USDA RADIO NEWSLINE** – November 8 – Crop Weather (WAOB). November 9 – Crop Production Reports (NASS) and World Agricultural Supply And Demand Estimates (ERS-WAOB). November 10 – Oilseed, Rice, And Cotton Outlooks (ERS – WAOB); US Agricultural Trade Data (ERS). November 11 – NO NEWSLINE (Veteran's Day Holiday). November 14 – Wheat and Feed Grain Outlooks (ERS – WAOB); 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.

## FROM OUR TELEVISION SERVICE

### Secretary Vilsack Outlines Farm Bill Priorities

A new TV feature is available on the USDA FTP site. The new feature can also be seen on USDA's YouTube channel and downloaded as a video podcast. See below for details.

**FTP Download instructions:**

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

User name: usdanews

Password: Newscontent1

Filename: vilsack on next farm bill

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

**YouTube:** [USDA On YouTube: Vilsack On Next Farm Bill](#)

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

**RSS Feed:** [USDA RSS Feed: Vilsack On Next Farm Bill](#)

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

**HERE'S THE LATEST FROM WISCONSIN – Pam Jahnke** (WTDY/Q106 Radio – Madison, Wisconsin <http://www.wtdy.com>) the "Fabulous Farm Babe" as she calls herself, like most farm broadcasters, is preparing to head to Kansas City for the annual NAFB convention. Meantime, **Jahnke** tells us that the harvest is pretty much wrapped up in southern Wisconsin, but a little slower to conclude in northern Wisconsin due to rain. "Yields have been better than expected after a cool, wet start this spring. Cranberry growers will lead the nation again this year with yields, but some growers have expressed a little disappointment compared to earlier projections." Further says **Jahnke**, Wisconsin's potato crop has also been a little short on volume and that's apparently causing some challenges for food processors that are looking for French fry potatoes, which the state supplies. "A lot of Wisconsin crops, apples, potatoes, cranberries - all had the same challenge - a dry patch that showed up mid season making the actual size of the fruit and vegetables themselves a little smaller than last year."

In other news, there's a group of retired professors from the College of Ag and Life Sciences on the UW-Madison campus out making the most of the harvest season gleaning the research stations produce. They call themselves the "Geezer Gleaners" - and they've been harvesting the plots and delivering the wonderful produce to local food pantries.

"A 17-year old boy from Fond du Lac has won the "Show Your Pride" dairy checkoff producer photo contest. Matt Diederichs photo was taken inside their barn - with a baby calf adorned in a cheddar wedge hat - and plenty of Packer paraphernalia in the background. For his passion of the dairy industry and the Packers - a Green Bay player will be visiting their family farm." You can see the pictures at [www.backtofootballcelebration.com](http://www.backtofootballcelebration.com). Lots of Green Bay Packer themes!

**MISSOURI CORN UNVEILED IN A NEW SHORT DOCUMENTARY** – It's called [Underwater and Overlooked: Crisis on the Missouri River](#). The focus is on the personal stories behind the unprecedented floodwaters that rampaged through towns and lives across the Midwest this summer as recovery discussions begin to get underway. There's a high level of frustration with many farmers downstream of the Missouri River dams having experienced flooding for three of the past four years.

Documentary viewers are being encouraged to submit comments to their local Congressional delegation so they can send a message to the Army Corps of Engineers in an effort to make flood control a top priority. Those affected maintain that by redirecting funding they can start rebuilding lives. Click here to view the documentary [video link](#).

**NEW RESEARCH FOR THE FIELD OF AFTER SCHOOL** – This is the latest venture for the National AfterSchool Association (NAA). In a special issue of New Directions for Youth Development (NDYD) there are 7 new peer-reviewed research articles exploring and supporting the continued evolution of the professional field of work in afterschool education. "This issue of New Directions for Youth Development represents an important new step in the evolution of the Journal," says **Dr. Gil Noam**, founder and director of the Program in Education, Afterschool & Resiliency (PEAR) at Harvard University. "The papers cluster around the topic of youth programming and offer a window into the innovations of this fast growing field of study."

The publication provides new insights from researchers at the following institutions: The Asia Society, New York, Out-of-School Time Resource Center, University of Pennsylvania, University of Colorado,



Mandel Center for Nonprofit Organizations at Case Western Reserve University, Cleveland, The Nonprofit Leadership Alliance, University of Northern Iowa, Texas A&M University and The National Institute on Out-of-School Time, Wellesley College, Wellesley, Massachusetts.

“Ultimately, it is our hope that readers will find new insights that can be used in their work to help them achieve their goals. As we work together to pursue excellence, we acknowledge that the capacity of each individual cumulatively affects the culture, environment, and success of every afterschool program. We anticipate this publication will greatly support those pursuits,” says **Dr. Paul Young**, President and CEO.

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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



United States Department of Agriculture  
Office of Communications  
Room 402-A  
Washington, DC 20250-1300

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