



UNITED STATES DEPARTMENT OF AGRICULTURE

# Broadcasters Letter

Office of Communications

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Letter No. 3666  
Friday, May18, 2012  
Creative Media & Broadcast Center  
202-720-7079

## BROADCASTERS LETTER

#3666

Friday, May18, 2012

**(May 17)**

### **AG SEC VILSACK'S FOCAL POINTS FOR USDA'S 150TH ANNIVERSARY**

There are certain things the Agriculture Secretary wants us to keep in mind as the Department celebrates 150 years. Secretary Tom Vilsack talks about the future of the Department as the USDA celebrates its 150th anniversary.

Radio Story: [Vilsack Focal Points For USDA'S 150th Anniversary](#)

[ACTUALITY: Where USDA Is Headed In The Future](#)

### **A NEW USE FOR A FORSENIC CRIME TOOL TO FIND BENEFICIAL INSECTS**

USDA researchers are using a technique called DNA barcoding to help identify natural predators to insects that threaten crops. Mike Greenstone of USDA's Agricultural Research Service explains work to identify predator insects that could control crop pests like Colorado potato beetle and aphids.

Radio Story: [Forensic Crime Tool Used To Find Beneficial Insects](#)

[ACTUALITY: On DNA Barcoding On Beneficial Insects](#)

### **THE ORDER CHIROPTERA COULD COST FARMERS DEARLY**

Experts say U.S. farmers have a stake in the problems that bat populations are having in this country. The Agriculture Department is doing a lot to help bat populations, because bats help agriculture. Terrell Erickson, with the USDA's Natural Resources Conservation Service, talks about the importance of bats to farmers.

Radio Story: [Declining Bat Populations Could Cost Farmers Dearly](#)

[USDA Trying To Help Bat Populations](#)

[ACTUALITY: Bats Are Very Important To U.S. Farmers](#)

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**(May 16)**

**TRANS PACIFIC PARTNERSHIP  
UPDATE AFTER LATEST  
NEGOTIATIONS**

What progress was made between the US and nations negotiating the Trans Pacific Partnership trade agreement? Barbara Weisel of the US Trade Representative's Office gives an update on progress and goals of negotiations among the nine member nations of the Trans Pacific Partnership trade agreement.

Radio Story: [Update On Trans Pacific Partnership After Latest Negotiations](#)

[ACTUALITY: On TPP Negotiation Progress](#)

**NEXT YEAR CONSUMERS  
WILL HAVE MORE MEAT,  
BUT NOT MUCH MORE**

Next year consumers will be faced with another year of having less beef available at stores, but more pork, chicken and turkey.

Radio Story: [There'll Be More Meat For Consumers Next Year, But Not Much More](#)

**ARE HEALTHY FOODS REALLY  
MORE EXPENSIVE?**

A new study found that to answer that question, it depends on how you measure the price. According to the USDA most Americans consume diets that do not meet Federal dietary recommendations. A common explanation is that healthier foods are more expensive than less healthy foods. The Economic Research Service conducted the study "*Are Healthy Foods Really More Expensive? It Depends on How You Measure the Price*" to investigate this assumption. A price comparison of healthy and less healthy foods was done using three different price metrics: the price of food energy (\$/calorie), the price of edible weight (\$/100 edible grams), and the price of an average portion (\$/average portion). There was also a calculation on the cost of meeting the recommendations for each food group. For all metrics except the price of food energy, it was concluded that healthy foods cost less than less healthy foods. Those foods are defined as being high in saturated fat, added sugar, and/or sodium or that contribute little to meeting dietary recommendations.

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

Story Info: [Report Summary](#) and [Entire Report](#)  
Radio Story: [A USDA Report Examines If Healthy Foods Are Really More Costly](#)

[ACTUALITY: Eating Healthy Doesn't Have To Cost More](#)

[ACTUALITY: Main Findings Of New USDA Food Cost Study](#)

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**(May 15)**

**USDA'S CELEBRATES  
15 DECADES OF  
SERVICE**

During Tuesday's commemorative ceremony agriculture secretary Tom Vilsack highlighted ways the every day, every way' department works for the American people. For 150 years, USDA has supported our nation's economic prosperity and touched the lives of generations of Americans," said Vilsack. "I'm proud of the USDA employees who carry out President Lincoln's legacy throughout the country and around the world, making USDA a truly 'Every Day, Every Way' department. Whether improving domestic and international access to food, promoting nutrition and safety of our food supply, conserving our natural resources, advancing agricultural exports, or developing the rural economy, USDA helps Americans to lead better lives."

President Lincoln created USDA in 1862 and in his last address before Congress, called it the "People's Department." Over the years the Department has delivered record amounts of loan assistance; enrolled a record number of acres in conservation programs; provided food assistance to 1 in 4 Americans and helped to upgrade infrastructure, such as electric and broadband Internet service, for millions of people.

Throughout 2012, USDA plans to continue to recognize important events such as President Lincoln's July 2, 1862 signing of the Morrill Act to establish public land grant universities.

USDA works to support American agriculture at home and abroad, drive economic growth, conduct groundbreaking research, conserve natural resources, promote healthy families and build stronger communities and a stronger nation.

The Department's focus is on rebuilding and revitalizing the nation's future while bolstering innovation and supporting economic growth for millions of American families. In the years to come, USDA will continue to address the changing needs of agriculture and rural America, and will continue to help provide a safe, ample food supply for our nation and the world.

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

Story Info: [USDA Newsroom](#)

Radio Story: [USDA Turns 150 Years Old](#)  
[USDA Tackles Emergencies Over The Year](#)  
[Dual Focus Of Nutrition As Part Of USDA Mission](#)

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**AGRICULTURE SECRETARY VILSACK  
COMMENTS ON THE  
U.S.-COLOMBIA  
TRADE PROMOTION AGREEMENT**

Agriculture Secretary Tom Vilsack made the following statement about the [U.S-Colombia Trade Promotion Agreement](#), or Colombia TPA which is now in force.

"Beginning today, U.S. agricultural exporters receive duty-free access on more than half of the products we currently export to Colombia, and virtually all remaining tariffs will be eliminated within 15 years. Estimates show that the tariff reductions in the U.S.-Colombia Trade Promotion Agreement will expand total U.S. exports by more than \$1.1 billion, supporting thousands of additional American jobs while increasing U.S. GDP by \$2.5 billion. For agriculture, the agreement with South America's third-largest economy achieves two key trade objectives for the United States: it immediately provides vastly improved access to Colombia's market, and it levels the playing field with respect to third-country competitors.

"Last year, the United States exported \$1.1 billion of agricultural products to Colombia. [Under the agreement](#), American farmers and ranchers can expect to see their exports grow by more than \$370 million, or more than one-third of the current total. Colombia will immediately eliminate duties on wheat, barley, soybeans, soybean meal and flour, high-quality beef, bacon, almost all fruit and vegetable products, wheat, peanuts, whey, cotton, and the vast majority of processed products.

The Colombia TPA also provides duty free tariff rate quotas (TRQ) on standard beef, chicken leg quarters, dairy products, corn, sorghum, animal feeds, rice, and soybean oil. Over the next few years, as additional barriers fall and more U.S. businesses market products to Colombia's expanding economy, American agricultural exports will create new opportunities for our businesses, workers, farmers and ranchers, thereby supporting more and better jobs for Americans.

"For America's farmers, ranchers, and agricultural businesses, the timing could not be better. U.S. agriculture is currently experiencing [one of its best periods in history](#) thanks to the productivity and resourcefulness of American farmers and agribusinesses.

"Strengthening our partnership with growing markets in South America is integral to the strength of the U.S. economy in the decades ahead. Increased exports mean higher incomes for farmers and ranchers, more opportunities for small businesses owners, and jobs for people in rural communities and port cities—the people who grow, package, ship and market American agricultural products."

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

Story Info: [USDA Newsroom](#)

Radio Story: [U.S.-Colombia Free Trade Agreement Is In Effect](#)



**USDA AMONG U.S. AGENCIES JOINING FORCES  
WITH FIRST LADY AND DR. BIDEN  
TO HONOR AND SUPPORT MILITARY FAMILIES**

As part of the Joining Forces initiative to support the nation's service members and their families, several U.S. government agencies will offer an annual pass to active duty service members and their dependents, granting free access to more than 2,000 national parks, wildlife refuges, national forests, and other public lands around the nation in the coming years.

Beginning on Armed Forces Day on May 19, active duty service men and women – Army, Marines, Navy, Air Force, Coast Guard, and activated National Guard and Reserves – can obtain the new military version of the America the Beautiful National Parks and Federal Recreation Lands Annual Pass. The pass will be accepted at National Park Service, U.S. Fish and Wildlife Service, Bureau of Reclamation, Bureau of Land Management, U.S. Forest Service and U.S. Army Corps sites that charge entrance or standard amenity fees.

Military members and their dependents can pick up a pass at any national park or wildlife refuge that charges an entrance fee or other selected sites. Members must show

a current, valid military identification card to obtain their pass. The pass is also available to dependents of active duty personnel. A list of participating sites is available [here](#).

Where there are entrance fees, the pass covers the owner and accompanying passengers in a single, private, non-commercial vehicle at recreation sites that charge per vehicle. At sites where per-person entrance fees are charged, it covers the pass owner and three accompanying adults age 16 and older. There is no entry fee for children 15 and under.

While the pass is not available to veterans and retirees, many of these individuals are eligible for other discounted passes, such as the Senior Pass, granting lifetime access to U.S. citizens over 62 for \$10, and the Access Pass granting free lifetime access for permanently disabled U.S. citizens. For more information on the pass visit: [Military Recreation Pass](#).

Contact: Adam Fetcher (DOI) 202-208-6416  
Forest Service (202) 205-1134  
Story Info: [USDA Newsroom](#)



**(May 14)**

**FOOD FOR PEACE  
HAS LONG HISTORY**

The U.S. Agency for International Development operates a global food security program older than itself. Dina Espisito of the U.S. Agency for International Development explains how the Food for Peace program provides layers of benefits, and not just for recipients.

Radio Story: [Food For Peace Has A Long History](#)

[ACTUALITY: On Multiple Levels And Benefits Of Food For Peace](#)

**CORN STOCKS MAY  
MORE THAN DOUBLE  
DURING THE NEXT  
MARKETING YEAR**

After several years of very tight corn supplies, this next marketing year could be big change. Jerry Norton, USDA grains analyst, saying that in the next year or two it's likely that U.S. corn will be a bigger player in world export markets.

Radio Story: [Corn Stocks Could More Than Double During Next Marketing Year](#)

[ACTUALITY: U.S. Corn Could Play Larger Role In World Markets In 2013](#)

**AN IOWA MEDICAL CENTER GETS SUPPORT FROM  
USDA TO IMPROVE HEALTH CARE  
AND OUTPATIENT SERVICES**

Agriculture Under Secretary for Rural Development Dallas Tonsager announced the Greene County Medical Center (GCMC) in Iowa will receive \$20 million in loans through the Community Facilities program to expand and renovate a 75-year-old medical facility and create a state-of-the-art medical campus.

"This project represents part of a continuing effort by the Obama Administration to advance technology as it relates to rural health care," Tonsager said. "Rural residents must have access to the best available care, and this medical campus will provide decades of service to the residents of this region."

When construction is completed, Greene County Medical Center, which serves patients from several counties in west central Iowa, will provide enhanced health-care delivery services, as well as expanded outpatient services. GCMC is the area's largest employer with over 250 staff, has a payroll in excess of \$9 million and generates over \$16.7 million in income in the county which results in an estimated \$5.6 million in retail sales and \$283,000 in local sales taxes.

USDA Rural Development is providing an \$18 million direct loan and a \$2 million guaranteed loan to help upgrade and expand the facility. Tonsager said that since President Obama took office, USDA Rural Development provided a total of more than \$120 million in loans and grants to more than 20 rural health care facilities in Iowa, helping to make needed facility and equipment improvements.

Contact: Weldon Freeman 202-690-1384  
Story Info: [USDA Newsroom](#)

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For more agriculture news visit [www.USDA.gov](http://www.USDA.gov)



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

- Seeing football through urban trees (**FS**)
- Lincoln's Legacy: Ripe for the Picking (**People's Garden**)
- Pennsylvania State Senator Introduces Resolution Honoring USDA's 150th Anniversary (**RD**)
- Hawaii Education Program Seeks to Increase STEM Education through Gardening (**REE**)



### **COMMEMORATING USDA'S 150TH ANNIVERSARY**

For its 150<sup>th</sup> anniversary the Department of Agriculture held a special recognition event hosted by Joe Scarborough and Mika Brzezinski of MSNBC's "Morning Joe". During the celebration the USDA welcomed NFL stars Art Monk and LaVar Arrington, Rolling Stones keyboardist Chuck Leavell, and several current and former USDA employees to help highlight the work of the Department.

On May 15, 1862, President Abraham Lincoln signed into law an Act of Congress creating USDA. Part of the festivities will include a yearlong activity where over the course of 2012, People's Gardens around the world will grow 'Abraham Lincoln' heirloom tomatoes to celebrate the 150th anniversary. As part of the effort, USDA employees are invited to grow their own Lincoln heirloom tomato at home. Approximately 4,000 plants were given away to USDA employees in the Washington, D.C. area.

The anniversary said Agriculture Secretary Tom Vilsack, "Is a significant milestone for our Department. USDA employees have been critical to our prosperity as a nation, and today, even in tough times, you're doing historic amounts of work." 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 May 22, 2012)*

**AGRICULTURE USA CD # 21.12** – Rural economic development is becoming more centered towards a regional approach in strategies to create not only jobs for local areas, but some times greater wealth creation in lieu of jobs. Rod Bain takes a look at examples of this approach in this edition of "Agriculture USA".

**CONSUMER TIME CD # 21.12** – Making Funding Available To Students To Study Agriculture, USDA Proposes To Close Loophole On Retail Pet Sales, Kicking The Summer Cookout Season Safely, The Proper Place For Squirrels Is Outside The House Not Inside, Lawn Care For The Lazy.

**AG UPDATE CD # 21.12** – New Farmers Markets Grants Help Small Producers, The Quiet Role Of The Food Service Agency, Help For Declining Bat Populations, Riparian Areas Important For Texas Rangeland Management, Techniques In Row Crop Conservation.

**UPCOMING ON THE USDA RADIO NEWSLINE** – May 22 – Crop Weather Report (WAOB); May 25 – Food Price Outlook (ERS) May 28 – NO NEWSLINE (Memorial Day Holiday Observed. **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.

[USDA Radio and TV Programming](#)

## FROM OUR TELEVISION SERVICE

### **ACTUALITY – Sec. Vilsack Interviewed For USDA's 150<sup>th</sup> Anniversary**

Agriculture Secretary Tom Vilsack's interview with MSNBC's Joe Scarborough and Mika Brzezinski, with cutaways.

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

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

User name: usdanews

Password: Newscontent1

Filename for **TV Actuality**: vilsack interview

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

**WMV of Entire Event:**



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## Secretary Vilsack Announces Forest Preservation

Agriculture Secretary Tom Vilsack visited Denver, Colorado to announce a plan to keep large parts of forest land in that state roadless and natural.

**FTP Download instructions:**

The host: <ftp://ocbmtcmedia.download.akamai.com>  
User name: usdanews  
Password: Newscontent1

Filename for **TV Feature**: roadless rule  
The new file is in QuickTime Movie (H.264), MPEG 4, MPEG2 and HDV

**YouTube:** [roadless rule](#)  
**Video Podcast:** [roadless rule podcast](#)  
**RSS Page:** [roadless rule RSS](#)

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## ACTUALITIES – Research Shows Healthy Foods Are Often No More Expensive Than Less Healthy Foods

A new USDA study shows that healthy foods are often no more expensive than less-healthy foods when measured by a more-practical cost per portion or consumed. (Link to study: <http://www.ers.usda.gov/publications/eib96/>)

**New TV actualities are available on the USDA FTP site**

**Filename:** healthy not expensive study

**Download instructions:**

The host: <ftp://ocbmtcmedia.download.akamai.com>  
User name: usdanews  
Password: Newscontent1

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



**THE FARM BROADCAST COMMUNITY SAYS GOOD BYE TO STEWART DOAN** – Many turned out Monday, May 14<sup>th</sup> for **Stewart Doan's** viewing and Tuesday, May 15<sup>th</sup> for his funeral. A Senior Editor for the Agri-Pulse radio network, **Doan** died suddenly Thursday afternoon May 10. Agri-Pulse Communications, Inc. (Agri-Pulse - Camdenton, Missouri [Agri-Pulse](#)) president, **Sara Wyant** said, "We do not yet have all the details, but we know that he had not been feeling well and saw his doctor Wednesday to undergo tests related to having shortness of breath and related health concerns." **Doan** reportedly fainted at his home the next morning and was taken by ambulance to the hospital where he later died.

For 28 years he covered agriculture and was well respected for his wide range of agricultural policy knowledge from those on Capitol Hill, ag related industry groups and the farm broadcast community. **Doan** also served as president of the National Association of Farm Broadcasting in 1998 and in 2006 the NAFB named him the National Farm Broadcaster of the Year.

Doan was 52 and leaves behind his wife Leslie and their two daughters. A fund has been established to help pay college education costs for his girls'.

Contributions should be made payable and sent to:


**Stewart Doan's Children's  
College Fund  
c/o Peoples Bank  
20409 Arch Street  
Little Rock, Arkansas 72206**

**Stewart Doan**  
**Homecoming**

Visitation was held Monday, May 14, 2012  
Little Rock Funeral Home

Funeral services were held  
Tuesday, May 15, 2012 @ Faith Spring Church

A fund has been established to help pay for Stewart's girls' college education  
To contribute, make checks payable to:  
Stewart Doan's Children's College Fund  
c/o Peoples Bank  
20409 Arch Street  
Little Rock, AR 72206





#### WINDS CALL FOR RAIN IN SOUTH DAKOTA –

Planting is going well. **Jody Heemstra** (KWAT-950 - Watertown, South Dakota [KWAT 950](#), [Go Watertown](#)) said it's done in some areas, not in others. Farmers said **Heemstra**, "Agree we could use an inch of rain. Been VERY windy this week adding to the need for rain."

**Heemstra** said, "I've been out and about delivering our farmer appreciation lunches this week. We take sub sandwiches, cookies and pop and drive around various parts of our listening area. When we see movement in fields, on the roads or in the farm yards, we stop by and give them lunch. Each area has a different set of sponsors and some even come along. We're giving away 200 burgers today for May Beef Month. We've teamed up with 2 local businesses and our local Cattlemen's group for the event. Should be fun."



**Jody Heemstra** and the **KWAT** broadcast group visit listeners. They are in the listening area of Roberts County, South Dakota Tuesday of last week.



**ENGINEERING ROBOTICS SOLUTIONS** – That's the focus of this year's 4-H National Youth Science Day entitled the 2012 National Science Experiment: *4-H Eco-Bot Challenge*. This year's experiment will introduce youth to [robotic engineering](#) concepts as they program a self-directed robot to clean up a simulated environmental spill. The annual [youth science event](#) brings together youth from across the nation to complete a single, innovative experiment on *4-H National Youth Science Day (NYSD)*, which will be held on Wednesday, Oct. 10, 2012.

Designed by The Ohio State University and Ohio State Extension, the 2012 National Science Experiment will demonstrate that by utilizing engineering principles, youth can have a positive impact on communities and ecosystems. 4-H'ers will enhance their engineering skills by assembling their own Eco-Bots and control surfaces to manage an environmental clean-up. Youth will then test the interaction between the Eco-Bot's design features and various surface control configurations to determine the most effective clean-up solution for the simulated spill.

"We created this year's experiment to help young people understand the important link between engineering, the environment and working together to find solutions," said **Dr. Bob Horton**, a STEM Education Professor at The Ohio State University's 4-H Youth Development Center, who developed the 2012 National Science Experiment.

"Ultimately, we hope that this experiment will inspire young people to stay engaged in science and engineering throughout their secondary education, through college and into a rewarding career."

"Now entering its fifth year, *4-H National Youth Science Day* will again bring young people face-to-face with the challenges of today's global economy," said **Donald T. Floyd, Jr.**, National 4-H Council president and CEO. "America faces a future of intense global competition with a startling shortage of scientists. However, with [high-quality positive youth development programs](#) like 4-H NYSD, youth are introduced to highly relevant concepts and solutions that will ensure their contributions to their communities today, and their success as global leaders tomorrow."

"*4-H National Youth Science Day* is a great opportunity for young people across the country to have a hands-on experience about a current science topic. Introducing science and technology innovation to youth is why 4-H started more than 100 years ago," said **Lisa Lauxman**, Director of 4-H National Headquarters. "In the *4-H Ecobot Challenge*, youth will explore science and engineering by making a simple robot to operate in an environmental cleanup simulation. This may be the spark that encourages them to learn more about robotics and discuss the implications for the communities where they live."

Every year, 4-H National Headquarters and National 4-H Council invite Cooperative Extension System faculty and staff from the nation's 111 land-grant colleges and universities to submit proposals outlining and detailing an innovative experiment for youth to conduct during *4-H NYSD*. Once received, a committee made up of staff from 4-H National Headquarters and National 4-H Council along with a cohort of experts in the field of education, engineering and science, review all of the proposals and narrow and choose that year's National Science Experiment.

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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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