



**FCC QUARTERLY REPORT**

**2<sup>nd</sup> Quarter**

**April 1 – June 30, 2007**

**ISSUE DESCRIPTION:** BUSINESS/FINANCE/ECONOMICS

**ISSUE TREATMENT:** ~~Public Affairs Program~~

**TITLE:** **MAKING IT**

**AIRS:** Sunday, 4:30 a.m.

**DURATION:** 30 minute program

**PROGRAM TYPE:** Live format

**COMMUNITY NEED:** This program serves the needs of the community by featuring positive minority role models.

**DESCRIPTION:** Public Affairs interviews focusing on issues concerning financial, employment and various issues affecting minority owned businesses.

For synopsis and further information, please see attached.

On-going PSA Campaigns dealing with this issue include the following:

Title:

"Guitar"- How to finance a home in California, California Housing Finance Agency.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 1, 2007

Length:

24:00

Guests: Willie Bringier's (Willie's Motors) and Arun and Suresh Srinivasan (BROADSPIRE, INC)

## FAMILY VALUES

Willie Bringier's ([williesmotoring.net](http://williesmotoring.net)) passion for customizing cars stems from his childhood. He worked on his first vehicle with his father at the age of ten. He continued to sharpen his skills working at his family's van conversion business as a teenager. It was only fitting that as an adult, Willie took his expertise to the next level by starting a full-service, after-market accessories company. WILLIE'S MOTORS specializes in performing customization services such as paintjobs and parts-installation to vehicles. However, earning a place in a \$29 billion dollar-industry was not easy. Willie had to finance his venture with his own money—an initial investment of less than \$500. With virtually no marketing budget, Willie relied purely on referrals to grow his business. Amazingly, Willie's Motors flourished and has sustained in the industry for 13 years. He credits his success to cost-saving and differentiation through quality service. Currently, Willie employs his son and daughter who will inherit the business after he retires.

When Arun and Suresh Srinivasan (213-986-1055) were young, they witnessed their father's commendable work ethic and entrepreneur spirit. This inspired them to start their own business venture in 1998. They created BROADSPIRE, INC. after recognizing potential revenue to be earned from companies interested in IT outsourcing. Arun and Suresh aimed to meet this demand by providing online solutions to small to mid-sized businesses and large corporations. Even though they had a feasible idea, the brothers did not have the proper funding or expertise to bring their vision to life. Fortunately, they borrowed \$5,000 from their father for startup cost. Arun and Suresh then compensated for their lack of IT training with sheer hard work. They were handsomely rewarded for their efforts and Broadspire grew 566% in just five years. The brothers also successfully established a customer base in the entertainment industry, the most noteworthy client being Paramount Pictures. Currently, the Srinivasan brothers are working to expand Broadspire to India.

In *Secrets of Success*, Pam Adams ([pamela.adams@agedwards.com](mailto:pamela.adams@agedwards.com)) of AG Edwards and Sons, Inc. gives advice on ways to acquire and manage money for a business.

The studio guest is Kevin Roach ([kevin.roach@us.pwc.com](mailto:kevin.roach@us.pwc.com)), a partner of PricewaterhouseCoopers, who discusses succession planning.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 8, 2007

Length:

24:00

Guests: Dackeyia Q. Simmons, writer of Entertainment Power Players ([www.entertainmentpower.com](http://www.entertainmentpower.com)) and Joseph Cheon of [www.click2asia.com](http://www.click2asia.com)

## FILLING THE NICHE

Finding a niche is essential for any business startup. For Dackeyia Q. Simmons ([www.entertainmentpower.com](http://www.entertainmentpower.com)) that niche was a business directory for individuals pursuing a career in the Entertainment industry. The immediate idea was a book, but the process to get a book published is full of struggles and endless possibilities. Publishing houses exert great control over the layout, content and vision of a book, and that led her to a risky but rewarding decision: Self-Publishing. But it took her eight years to get her business KEY QUEST PUBLISHING and her book Entertainment Power Players in the market. The struggles were many but her determination was unshakable. Hundreds of rejections letters from advertisers, death within her family and circle of friends, maintaining steady employment, researching material for the book, and creating a business plan obscured her vision, but she never lost sight. Today, her book is found on 80 campuses, 30 libraries and in 10 bookstores nationwide.

Joseph Cheon ([www.click2asia.com](http://www.click2asia.com)) started chatting on the internet in 1994. Then in 1995, he took his hobby a bit further by creating his own website called KoreaLink.com, which he funded with \$5,000 of birthday money he had saved. The site's popularity grew and so did Joe's overhead. He ended up borrowing \$250,000 during the first year, without generating any revenue. In 1996, KoreaLink.com was recognized as one of the top 100 sites in the country by industry experts. Then advertisers took notice, and Joe's very expensive hobby became a business. By the end of 1998, he had paid off the debt and was ready to take on another challenge. In 1999, he partnered with Chinese American entrepreneurs and decided to go after the global Asian market. They launched a new media company and web portal called Click2Asia.com in September of 1999 offering free services like ISP and long distance calling to all its members. It was financed by \$1 million of angel investment from prominent entrepreneurs. Three months later when the money ran out, Joe and His partners secured a second wave of financing in the amount of \$10 million. Today, they have over 500,000 members, 100 employees and offices in Los Angeles, China and Korea.

In Secrets of Success, President of Multicultural Associates Carlos Conejo (805-494-0378) talks about how to recognize emerging markets.

The In Studio Guest is President and Founder of New Venture Consulting ([www.new-venture.com](http://www.new-venture.com)) Cheryl Mann.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 15, 2007

Length:

24:00

Guests: Alvin Cheng & Bobby Burton of Porterhouse Bistro, and Doug Lopez of 1stwindows.com.

## CREATIVE MARKETING

Alvin Cheng (310-659-1099) was an owner of a successful steakhouse in Taiwan with a dream of taking his business to the United States. He met his business partner Bobby Burton and they opened PORTERHOUSE BISTRO in Beverly Hills. However, they had to make drastic changes to survive in the competitive industry. First, Alvin had to alter his recipe to better suit the American taste. Then, he and Bobby were forced to change their marketing strategy after their initial promotion failed. They ultimately found success with letter marketing and competitive prices. Alvin and Bobby also gained a loyal clientele with their commitment to providing value. Currently, the owners of Porterhouse Bistro are working to expand their business to other cities.

Doug Lopez ([www.1stwindows.com](http://www.1stwindows.com)) revolutionized the construction supply industry when he started 1STWINDOWS.COM. His company enables customers to compare prices and designs, and order online. 1stwindows.com is also the first supplier to deliver products to customers directly from the manufacturer, thus cutting shipping costs. In fact, Doug's business model was so effective that his company became profitable in only four months. However, his success attracted animosity from his competitors. They felt so threatened by 1stwindows.com that they tried to shut down his company. Fortunately, Doug overcame the adversity and continued to improve his business. Specifically, he devised a marketing strategy that integrated his company's information into the architects' computer assisted software, driving more customers to 1stwindows.com. Doug's company continues to grow and is expected to reach \$5 million in 2005. In the future, Doug wants to diversify his business by selling other construction supplies.

In Secrets of Success, Marketing Consultant Bonnie Dean (800-915-4668) of W.O.W. Presentations talks about the importance of marketing for all sized businesses.

The In Studio guest John Bellamy (708-273-6900) of The Knockout Group, Inc. talks about taking a product to market.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 22, 2007

Length:

24:00

Guests: Ruth Ko of Orange Coast magazine, and Alex Fortunati of Support Services Of America, Inc.

## FROM EMPLOYEE TO EMPLOYER

Ruth Ko ([www.orangecoastmagazine.com](http://www.orangecoastmagazine.com)) left home at the age of 15 to pursue acting. She was cast in small television roles in the 1970s but eventually wanted a job with more security. That led her to take a position selling advertisements at ORANGE COAST MAGAZINE, a regional publication. Ruth took on many roles at the company and eventually became the executive publisher. However, her career was in jeopardy when the magazine owner filed for bankruptcy. Determined to survive professionally, Ruth financed for a year and purchased Orange Coast Magazine after outbidding other interested buyers in court. Despite her triumph, Ruth soon faced challenges as the new owner of the magazine. She was confronted with staffing issues and problems that resulted from the bankruptcy. In addition, poor-performing industries discouraged many of its potential advertisers. Fortunately, the company's circumstances improved after Orange County's economy recovered from the downturn. Today, Orange Coast Magazine is standing strong after 30 years in business and has a circulation of 60,000 readers.

Alex Fortunati ([www.supportservicesamerica.com](http://www.supportservicesamerica.com)) is a risk-taker. This is exemplified in his migration from Argentina in 1983. Upon his arrival to America, Alex possessed a little more than \$100 and had no place to sleep. Astonishingly, he created a career for himself in the next several years and worked his way to a district manager position at his firm. He enjoyed the stability but longed for the excitement and unpredictability of entrepreneurship. So in 1997, he and his wife started SUPPORT SERVICES OF AMERICA, INC., which provides janitorial, food and landscape services, among others, to various institutions. In the early days of the business, the couple cleaned offices at night after they finished their day job. Their commitment earned them an excellent reputation and demand for their services soared. Currently, Support Services of America, Inc. is a \$20 million-dollar company with a presence in 23 states.

In *Secrets of Success*, the author of *Cracking the Millionaire Code*, Mark Victor Hansen ([www.markvictorhansen.com](http://www.markvictorhansen.com)), gives advice on growing a business by asking questions from a billionaire's perspective.

The studio guest is Carmen Murray (800-533-3292; [info@rodeocarpetmills.com](mailto:info@rodeocarpetmills.com)) of Rodeo Carpet Mills who talks about how to go from working for an employer to becoming one.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

April 29, 2007

Length:

24:00

Guests: Rosa Leung of Regal Cake Gallery, and Marx Acosta-Rubio of One Stop Shop

## FIERCE COMPETITION

Rosa Leung (323-938-2286) owns REGAL CAKE GALLERY, a high-end bakery that specializes in airbrushed and sculptured cakes. However, her business is located next door to the well-established Hansen's Bakery. But while being side-by-side with a competitor intimidates many entrepreneurs, Rosa has taken this challenge by the horns. She has successfully distinguished herself with her one-of-a-kind designs. Her most noteworthy work-of-art is a Hollywood Star cake created for actress, Susan Lucci. Most importantly, Rosa is dedicated to providing excellent service to win returning customers. Her strategy proved to be effective as her business has grown to several locations. Rosa currently owns a Regal Cake Gallery in Fairfax and Woodland Hills and Exotic Cakes in West Hollywood.

Marx Acosta-Rubio (800-365-9545) experienced many twists and turns in his career. The law school dropout met the biggest setback when he was fired from his job at an office supply company. But this was a blessing in disguise because it gave him the opportunity to launch his online office product store. He borrowed \$77,000 from his mother and started ONE STOP SHOP. However, his early days of being an entrepreneur were humbling. He lacked business knowledge and had to operate from his small home. He eventually found success utilizing a system that allowed him to proactively connect with his customers. In fact, Marx's company has become one of the fastest growing in Los Angeles. It is projected that One Stop Shop will reach \$10 million in sales by 2005.

In *Secrets of Success*, Belma Johnson (818-841-9291) of Dream Books talks about how to keep ideas fresh for your business.

The In Studio guest is Kaleil Isaza Tusman (212-896-1269), author of *The Entrepreneur's Success Kit*.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

May 6, 2007

Length:

24:00

Guests: Calleen Cordero, CALLEEN CORDERO DESIGNS, INC., of Karl Kani, LIVE LIFE LOVE DENIM

## IN-SOURCING: QUALITY AND STYLE

At age fifteen, Calleen Cordero began working in a high-end boutique in northern California, igniting her passion for footwear. By age sixteen, she was traveling to Europe, working full time as a buyer. She moved to marketing and sales, helping to create markets for well-known American designers. There was no southern California infrastructure for shoe making, but Calleen strove to realize her passion. She began working in her windowless basement and to finance her work, she took a \$5,000 loan, took in boarders, sold her cars, and refinanced her house. Her creations are now all handmade in her factory in North Hollywood, California. She purchases her leather in Italy and produces orthopedic and ergonomic shoes with hand sculpted wooden bottoms and modeled leather soles. She opened her first retail store in 2005 to showcase CALLEEN CORDERO DESIGNS, INC. and is now running a worldwide business. She ships her products within the United States and to Europe, Asia, and the Middle East.

Karl Kani got his start in the Brooklyn projects, peddling logo-emblazoned tees and baggy linen suits sewn by his father's tailor. In 1999, he developed a business plan with his accountants to start his own urban sportswear company, Karl Kani, which currently has revenues of \$65 million worldwide. He left the urban market to start a contemporary denim line, LIVE LIFE LOVE DENIM. He connected with Fame Church in Los Angeles, which has an investment fund to help local businesses. With the church's help, he raised enough money to develop the contemporary denim line. He embraces the challenge of following trends and takes care to not saturate the market so that his jeans are always in demand. His jeans are made from Japanese denim and are produced entirely in California so that he can control the product quality. His celebrity clientele includes Mischa Barton, Jessica Simpson, and Ashlee Simpson. He hopes to triple his revenues as he distributes his denim line to major department stores.

In *Secrets of Success*, Belma Johnson ([www.belmaj.com](http://www.belmaj.com)) discusses how the fusion of values, the virtues of a company, and value, the services offered to a client, creates a company's brand.

Studio Guest Ilse Metcheck (213-688-6288) is the Executive Director of the California Fashion Association, which provides the manufacturing and textile community with the opportunity to share information about conducting business in the current global economy.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

May, 13 2007

Length:

24:00

Guests: John Williams, UNIVERSAL COLLEGE OF BEAUTY, INC., Jose Granda, GRANDALL DISTRIBUTION COMPANY, INC

## BEAUTY AND THE BRAND

When John Williams (323-296-8221) was 12 years old, he produced and sold shampoo for 50 cents a gallon. Today, he is the proud owner of UNIVERSAL COLLEGE OF BEAUTY, INC. in Los Angeles. He received his start in the beauty industry when he returned home from military service and began working at the family business, which was then called Henrietta's School of Beauty. John took a position as the janitor but gained sufficient skills to eventually begin teaching classes at the school. After the Watts Riots, his mother retired and John took over the business. He renamed it Universal College of Beauty, Inc. to reflect the direction of reaching all races, but John had to overcome several obstacles along the way. He struggled financially shortly after obtaining ownership of the business. To fund the school, John created an effective business plan that enabled him to receive a \$26,000 SBA loan. This is significant because few African-Americans were approved for this loan at the time. John was dealt another blow when his wife and son were killed in a car accident in 1993. But he was resilient, and with the help of his son Kenneth, he persevered and he preserved his mother's legacy by taking the business to new heights. In 2005, The Universal College of Beauty celebrates its 75<sup>th</sup> anniversary. John is hoping to open six more locations in his lifetime.

Jose Granda ([www.grandall.com](http://www.grandall.com)) risked his life to come to the United States after escaping the Castro-led revolution in Cuba. After settling in Los Angeles, Jose began making a living working in sales. He was particularly profitable in selling vitamins and minerals. When he asked for a 10% stake in the company, he was denied. Jose then decided to open his own health and beauty distribution firm in 1965. He recognized that Mexican-American consumers possessed brand loyalty and so he built his business serving the needs of this market. He also worked with a manufacturer to develop his own products. However, the most important ingredient in his success is branding. Specifically, Jose reaches Hispanic consumers by using bilingual labels and culturally familiar packaging. In 2004, GRANDALL DISTRIBUTION COMPANY, INC. grossed \$8 million. Today, the company continues to sell its products in 1,500 stores along the California coast.

In *Secrets of Success*, Linda Coleman-Willis ([lindaspeak@lindaspeak.com](mailto:lindaspeak@lindaspeak.com)) gives tips on ways to maintain passion for your business.

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The studio guest is **Caren Conrad** (949-476-8167), General Manager of Boscia Skincare, who speaks about building brand identity.

Air Date:  
May, 20 2007

Length:  
24:00

Guests: Janice Brown, BROWN LAW GROUP. Robert Zamarippa, ONE SOURCE DISTRIBUTORS

### LET THE CUSTOMER BE YOUR GUIDE

Janice Brown initially began her corporate career as part of a large law firm. She decided she wanted to work in a less competitive atmosphere that promoted a collaborative effort to achieve common objectives, so she started her own law firm, BROWN LAW GROUP. The company consists of trial lawyers whose focus is preventative law. They work with larger companies to try to spot problems before they occur. They find and correct potential problem areas before a lawsuit is filed. Janice expresses thanks to Mary Woods, who was in house council with San Diego Gas and Electric (SDGE), a division of Sempra Energy. Janice asked Mary for SDGE's business before Janice even knew how to do it, but Mary and SDGE were supportive of Brown Law Group. Today, they have a symbiotic relationship in which they help each other with whatever legal problems they come across.

Robert Zamarippa was working for a large electrical distribution company until he became unhappy with the new management and left the company. In 1983, he decided to start his own electrical distribution company, ONE SOURCE DISTRIBUTORS. He funded the company by himself with the help of his business partner, his father, and local bank. He initially began by supplying electrical parts, but at a customer's request, Robert began an assembly and manufacturing division. One Source Distributors became involved with Sempra Energy through the San Diego Gas and Electric division. He credits San Diego Gas and Electric for pushing the company out of its comfort zone so that it could develop further. The Southern California Gas Group (SCGG) is another part of Sempra Energy that has been strategically important for One Source Distributors because SCGG consumes a lot of the company's electrical products.

In *Secrets of Success*, Stephanie Palmer of Good in a Room ([www.goodinaroom.com](http://www.goodinaroom.com)) talks about creating a verbal teaser to introduce an idea. The teaser should engage the audience, clarify the idea, and leave the audience wanting to know more.

Studio Guest Frank Urtasan is the director of diverse business enterprises at San Diego Gas and Electric. He discusses the supplier diversity program, which opens opportunities for minority- and women-owned businesses and helps them develop.

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:  
May 27, 2007

Length:  
24:00

Guests: Al Añorga, ATLAS WHOLESAL, Rev. Phillip Lance, PUEBLO NUEVO ENTERPRISES

## LEARNING BUSINESS OWNERSHIP

His mother offered his help on the weekends to clean the shelves and dust off the products at the beauty store she was working at. That was Al Añorga's first entry in the beauty supply business at the young age of 13 and as they say the rest is history. He began working in the beauty supply store that his mother owned, and educating himself on the products, memorizing all of the hair colors. His break into the business ownership role came when his mother offered him one of her salons. His job as the new owner was to get the salon out of debt. Not only did he avoid eviction, and turned profits, he redecorated the entire salon into a classy hip look. After that adventure, Al took a break but returned shortly to the business when he had the chance to buy Atlas Beauty Supply, now named Atlas Wholesale (562-464-3997). Once again, he brought a business out of near bankruptcy. To do that, he turned his attention to developing his own hair color products, after realizing that some of the products he sold were not of high quality. Color Seal, designed to lock in and preserve color, in addition to several other products Al later developed, accounts for his \$1.1 million gross for the year 2000.

With the goal of creating jobs for the unemployed community of his church, Rev. Phillip Lance (213-483-2000) turned a non-profit organization into a for-profit corporation. PUEBLO NUEVO ENTERPRISES, a janitorial company provides services to schools, hospitals and low-income housing developments. Today, the company manages a strong workforce, employing over 30 people and empowering them with the opportunity of business ownership. Eighteen of the company's employees have become part owners and active board members, sharing in the profits and decision making.

In Secrets of Success, Rev. Mark Whitlock (877-426-7263) talks about how to make your business shine.

The In Studio Guest is Rev. Steven D. Johnson, President of FAME Renaissance (323-730-7700).

# MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

June 3, 2007

Length:

24:00

Guests: Hussein and Hassan Idrissu, ROADSTARR IMPORT; Victor Migenes, Jr., LA PLATA CIGAR CO.

## FINE CARS AND FINE CIGARS

Twin brothers Hussein and Hassan Idrissu moved from Ghana to the United States at age 10. They enjoyed a privileged upbringing, eventually making their way into corporate America. Friends often commented on their fine cars, inspiring the brothers to found ROADSTARR IMPORT, a customization company for exotic luxury import cars. Upon developing a business plan, Hassan requested a \$100,000 SBA loan, which was rejected. The rejection only motivated the brothers, who consequently financed the company from family support and from their personal earnings from their corporate jobs. Hussein works diligently to promote the company, attracting wealthy rappers and basketball players. The brothers hope to expand their company in Moscow, which is home to the world's largest population of billionaires.

Victor Migenes, Jr. inherited LA PLATA CIGAR CO. from his father, Victor Migenes, Sr., who grew up in the tobacco fields of Puerto Rico. Given the choice of maintaining the company or selling it, Victor Jr. continued the tradition that his father founded in 1947. He struggles to increase the company's profit margin because of the high tobacco taxes in California, but he keeps the company because of his love of cigars. In 2003, he relocated to the 2<sup>nd</sup> Street Cigar Art Gallery, a unique venue that combines a traditional cigar lounge with an art gallery.

In Secrets of Success, Pam Adams (949-756-0353 x235) of A.G. Edwards and Sons, Inc. is a financial planner who encourages small business owners to invest in themselves, especially in the form of real estate.

Studio Guest Kwame Granderson ([www.equityispower.com](http://www.equityispower.com)) of Equinaire discusses the power of equity to leverage into other assets.

Air Date:

June 10, 2007

Length:

24:00

Guests: Jaime Gamboa, TU CIUDAD; Michel Algazi and Roni Goldberg, PALAPA AZUL

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## CROSS OVER APPEAL

Jaime Gamboa founded TU CIUDAD, a magazine that celebrates Latino culture in Los Angeles. With eleven years of experience in the publishing industry, he decided to start his own magazine. He financed the company with his own money and with the help of Emmis Publishing, the number one city regional publishing company in the nation. The magazine, which is written in English, highlights entertainment, music, fashion, and food with a Los Angeles Latino perspective. Jaime credits his success to his tight spending without compromising the product's quality. He hopes to expand the magazine with New York and Miami editions.

Michel Algazi and Roni Goldberg were successful businessmen, working for Fortune 500 companies. They decided to leave their corporate jobs and use their marketing and business experience to create PALAPA AZUL, a unique line of ice cream and frozen fruit bars. They invested \$400,000 to start the company, working without pay for the first two years. They started by experimenting with 30-40 flavors and eventually debuted their product with eight different flavors. Their authentically Mexican desserts, with flavors such as sweet corn, hibiscus, and mango chile, can be found in specialty stores. The product can be found in more than twenty states, mostly in the western and southwestern United States. Michele and Roni are working to cross over their product into the mainstream market.

In Secrets of Success, Stacey Kumagai ([mediamonsters@yahoo.com](mailto:mediamonsters@yahoo.com)) of Monster Media Communciations discusses her philosophy for business brain power: to be open to new ideas and to take risks.

Studio Guest Rochelle Newman-Carrasco ([www.enlacecomm.com](http://www.enlacecomm.com)), CEO of Enlace Communications, Inc., shares the different approaches to crossing over products from predominantly Latino markets to the mainstream market. She suggests that companies do not underestimate their audience and the differentiation among the Latino cultures.

Air Date:

June 17, 2007

Length:

24:00

Guests: Joseph Tung, LEDA CORPORATION; Peggy Shreve, FRONTIER ELECTRONIC SYSTEMS

## WIDE WIDE WORLD OF BUSINESS

Originally a toy maker, Joseph Tung's interest in design led to a career in aeronautical engineering. He began working for Boeing but decided to start his own company. In 1985, he founded the LEDA CORPORATION with the help of his wife. The company specializes in electromechanical package design and adheres to a high standard of perfection. The company grosses \$6-7 million a

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year, 90% of which is for Boeing. LEDA Corp. supplies aeronautical and electromechanical equipment mostly for Boeing's defense, not commercial, purposes. LEDA Corp. is part of Boeing's mentor/protégé program. Boeing offers resources that benefit LEDA Corp. by teaching them about new technology. The goal is to enhance LEDA's capabilities, enabling them to compete for more complex awards. Joseph is excited about the program, which he believes will help his small business become a medium-size business.

In 1973, Peggy Shreve began FRONTIER ELECTRONIC SYSTEMS in Stillwater, Oklahoma. With a background in accounting and her husband's background in engineering, she started manufacturing electronic equipment in her kitchen. Frontier's reputation grew, and in 1982, they won a multi-million dollar contract with the United States Navy in California. The company supplies electronic equipment and technical services and counts the United States government as one of its clients. Their design, development, and manufacturing support many high technology programs for NASA, the U.S. Navy and Air Force, and the Boeing Company. In 2005, Frontier Electronic Systems was named Boeing Supplier of the Year in the small business category. Peggy believes that her association with the Boeing Company is an excellent partnership that allows Frontier to grow in the right direction.

In *Secrets of Success*, Bill Sornstein of Succession Strategies ([www.succession-strategies.com](http://www.succession-strategies.com)) discusses the need for a board of advisors to provide insight, advice, and different perspectives.

Studio Guest Daniel Korte, vice-president of supplier management and procurement for Boeing Integrated Defense Systems, describes how to become a Boeing supplier. He advises that companies present the unique capabilities they can offer Boeing. He also suggests that minority or disadvantaged companies locate one of Boeing's diversity offices to become a supplier.

Air Date:  
June 24, 2007

Length:  
24:00

Guests: Linda Stone, APR CONSULTING; Bishop Gregory Dixon, FIRST CHURCH OF GOD

### POWER OF PARTNERSHIPS

Linda Stone came to the United States from the Philippines with only \$350. She went to school and became a full-time computer programmer, only to realize that temporary employees working at the same company were making twice as much money. The company she worked for asked her to bring in other programmers into the company. Linda realized that her services could become a business and consequently founded APR CONSULTING, a temporary employment firm. Linda provides services for Southern California Edison. Upon the recommendation of Edison's supplier diversity manager, she joined Edison's

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supplier management program. Although she attended an entrepreneurial management program at the University of California, Los Angeles to help manage the firm, Lisa credits Edison's supplier management program for building her business sense.

Bishop Gregory Dixon has been senior pastor at FIRST CHURCH OF GOD since 1996. He has recently been working to enhance the conditions of the church for his congregation. Part of this process included a site survey performed by Southern California Edison. David A. Ford, account executive for Edison's African-American business and faith-based customers, assisted Bishop Dixon by recommending changes in equipment and patterns of behavior. Bishop Dixon is enthusiastic about how the implementations have already helped reduce energy bills by 25-30%. He recommends a relationship with Edison for all businesses and churches to become more efficient in their operations in terms of electrical costs.

In *Secrets of Success*, Rachel Owens of Succession Strategies ([www.succession-strategies.com](http://www.succession-strategies.com)) talks about how to bring your children into your business. She outlines family participation guidelines, which include education, the right set of skills, and outside work experience.

Studio Guest Lisa Cagnolatti is the director of customer communications at Southern California Edison. She is responsible for the call center, which serves primarily as an information center. Clients call to obtain information about energy efficiency in order to manage their energy costs.

**ISSUE DESCRIPTION:** BUSINESS/FINANCE/ECONOMICS

~~ISSUE TREATMENT:~~ ~~Public Affairs Program~~

**TITLE:** TAKE 5

**AIRED:** Sunday, April 29, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** Planning for your future and your children's future may seem like a daunting task but under the right supervision, your golden years and college years for you children, may be more carefree. Viewers find out how to get on the right financial footing and learn about some of the not-so-complicated financial products that can help fatten up your pockets.

Guests:

Jon Beyrer, The San Diego Financial Planning Association

Terri Miracle, Community Relations Manager, California Coast Credit Union

**ISSUE DESCRIPTION:** BUSINESS/FINANCE/ECONOMICS

~~**ISSUE TREATMENT:** Public Affairs Program~~

**TITLE:** TAKE 5

**AIRED:** Sunday, June 10, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** What's happening to home buyers who were able to buy homes through unique loans. As some mortgage loan payments increase drastically, some buyers are defaulting. The show talks about this problem and what you can do if you're in this situation.

Guests:

Kelly Bennett, Voice of San Diego.org

David Maiolo, Mortgage Professional

**ISSUE DESCRIPTION:** CRIME

**ISSUE TREATMENT:** Criminal Activities

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**TITLE:** CW NEWS AT TEN

**AIRS:** Mon-Sun, 10:00 p.m.

**DURATION:** 30 minute program

**PROGRAM TYPE:** Daily news program

**COMMUNITY NEED:** Community awareness of criminal behaviors and actions, police activity and intervention, support available.

**DESCRIPTION:** Individual stories involving criminal behavior and activities.

On-going PSA Campaigns dealing with this issue include the following:

Title:

“McGruff” – Seniors Fight unscrupulous telemarketers, National Crime Prevention Council.

“A Better Tomorrow”- preventing violence against women, Pan American Health Organization.

**ISSUE DESCRIPTION:** CRIME

**ISSUE TREATMENT:** Public Affairs Program

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**TITLE:** TAKE 5

**AIRD:** Sunday, May 27, 2007 - 10:30pm

**DURATION:** 30 minute program

**PROGRAM TYPE:** News format

**DESCRIPTION:** Take 5 is a thirty-minute public affairs program offering an in-depth treatment of issues of local concern. This program is produced locally four times a month. CW Morning Show anchor Perette Godwin is the host of the show.

**COMMUNITY NEED:** For the past several months, the San Diego Police Department has been under a lot of scrutiny. Reports of officers leaving for better pay and officers being pulled from task forces because their numbers are so low. Now, word that the chief of police has misused some recent numbers giving San Diego residents a false sense of security. We'll look at what is really happening in the police department.

Plus we'll introduce an Asian Everyday Hero who's making a difference in the community.

Guests:  
Will Carless, Voice of San Diego.org

**ISSUE DESCRIPTION:** ENVIRONMENTAL

~~**ISSUE TREATMENT:** Public Affairs Program~~

**TITLE:** U.S. FARM REPORT

**AIRS:** Sunday, 5:00 a.m.

**DURATION:** 60 minute program

**PROGRAM TYPE:** Live action

**COMMUNITY NEED:** The needs of San Diego and Imperial Counties' Agricultural community are being met through this program.

**DESCRIPTION:** Informative farming news program. News features national and world wide farming conditions, farming technology, farming productions and regulations.

For synopsis and further information, please see attached.

On-going PSA Campaigns dealing with this issue include the following:

Title:

"One/California" - Earth Share, Ad Council

"People & Places" - World Wildlife Fund

"Matchsticks" & "Fuse" - Wildfire Prevention, Ad Council

"Train" - Global Warming, Ad Council

"San Diego Parks" - Assemblymember Saldana

All PSAs are aired Monday through Sunday Run of Schedule.



4/10/2007 8:44:57 AM  
USFR Weekly Recap - April 7-8, 2007  
by

## **THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:**

**Episode #1756**

**April 7-8, 2007**

**US/KOREA FREE TRADE :** THE US AND SOUTH KOREA REACH AGREEMENT ON A TRADE DEAL THAT WILL, ACCORDING TO THE BUSH ADMINISTRATION, CREATE ECONOMIC OPPORTUNITIES AND A STRATEGIC PARTNERSHIP BETWEEN THE TWO COUNTRIES. UNDER THE AGREEMENT, OVER \$1 BILLION DOLLARS WORTH OF US FARM EXPORTS TO KOREA WILL BECOME DUTY-FREE IMMEDIATELY, AND ANY REMAINING TARIFFS AND QUOTAS WILL BE PHASED OUT OVER THE FIRST TEN YEARS THE AGREEMENT IS IN FORCE. US COMMODITY GROUPS ARE MIXED ON THE NEWS. THE NATIONAL CATTLEMEN'S BEEF ASSOCIATION SAYS IT WILL NOT SUPPORT THE AGREEMENT UNTIL COMMERCIALLY VIABLE BEEF TRADE RESUMES WITH THE KOREANS. FOR ITS PART, THE AMERICAN SOYBEAN ASSOCIATION IS HOPEFUL THE PARTNERSHIP EQUALS GREATER EXPORT OPPORTUNITIES FOR US GROWERS. WE ASKED ASA PRESIDENT RICK OSTLIE TO OUTLINE THE POTENTIAL MARKET.

**FIELD OF DREAMS :** WHILE LAST WEEK'S PLANTINGS REPORT FROM THE USDA DID COOL OFF A RED-HOT CORN MARKET, THE 2007 GROWING SEASON STILL OFFERS POTENTIALLY GREAT REWARDS FOR THOSE WHO CAN GROW A GOOD CROP – AND MARKET WISELY. AND WHILE PROFIT OPPORTUNITIES MAY BE GREAT, SOME PRODUCERS FEAR HISTORY COULD REPEAT ITSELF. ARE THESE FEARS JUSTIFIED? THAT'S THE QUESTION 'FIELD OF DREAMS' WILL TACKLE – THE COVER STORY IN THE SPRING ISSUE OF TOP PRODUCER, WHICH WILL HIT MAILBOXES IN ABOUT A WEEK AND ARE AVAILABLE ONLINE IN THE TOP PRODUCER SECTION ON AGWEB.COM.

**ROUND-TABLE :** AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH MARK GOLD OF TOP THIRD AG MARKETING AND JIM HEMMINGER OF INDEPENDENT TRADER.

**JOHN'S WORLD :** I'VE NOTICED A RECURRING THEME IN FARMER CONVERSATIONS AND RESPONSES ON AGWEB AND JOHN'S WORLD. THE TASTE OF \$4.50 CORN HAS MADE \$3.50 A DISAPPOINTMENT, AND SOME ARE OUTRAGED AND SUSPICIOUS. PART OF THE PROBLEM I THINK IS THE METAPHORS WE USE TO EXPLAIN OUR BUSINESS. WE SPOKE OF A NEW PLATEAU FOR CORN PRICES BECAUSE OF ETHANOL DEMAND, FOR EXAMPLE. THIS IS A POOR CHOICE OF WORDS – PLATEAUS BRING TO MIND TABLELANDS, HIGH AND FLAT. CORN PRICES HAVE NEVER BEEN PLATEAUS. WHERE WE'RE HEADED IS ANOTHER HIGHER RANGE OF MOUNTAINS . WE'VE MOVED FROM THE ALLEGHENIES TO THE ROCKIES , AND COULD BE ON OUR WAY TO THE ANDES . BRING SOME OXYGEN. THERE ARE ALSO CALLS FOR FARMERS TO STICK TOGETHER AND STARVE THE MARKET, FORCING THE HIGH PRICES TO RISE EVEN MORE AND LAST LONGER. THIS IS EXACTLY WHAT WE SHOULD NOT DO. INDUSTRY COLLUSION LIKE THAT STATES LOUDLY WE ARE AT WAR WITH OUR CUSTOMERS, A STRATEGY WE SUSPECT AND DETEST IN THE OIL INDUSTRY FOR EXAMPLE. ALIENATING PEOPLE WHO

PAY US MONEY IS NEVER A GOOD TACTIC. BESIDES, SINCE HIGH PRICES ARE AVAILABLE TO ALL, GOOD PRODUCERS WILL PROSPER MORE ANYWAY. SECONDLY, RESEARCH SHOWS CLEARLY THAT CROWDS MAKE EXCEPTIONALLY WISE DECISIONS WHEN INDIVIDUALS THINK INDEPENDENTLY AND ACT FREELY. THE OUTCOME MAXIMIZES RESOURCES AND SPURS INNOVATION. WE CALL THIS APPROACH THE AMERICAN WAY . AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**PET FOOD UPDATE :** THE FOOD AND DRUG ADMINISTRATION NOW CONFIRMS IT FOUND MELAMINE – A CHEMICAL USED TO MAKE PLASTIC-WARE AND A FERTILIZER IN ASIA – IN CHINESE WHEAT GLUTEN USED IN RECALLED PET FOOD. THE LATEST TESTS FOUND NO AMINOPTERIN – A RAT POISON PREVIOUSLY SUSPECTED BY THE FDA. THE AGENCY CAN'T YET SAY HOW MELAMINE COULD HAVE GOTTEN INTO THE IMPORTED WHEAT GLUTEN. REACTING TO THESE LATEST DEVELOPMENTS, THE NATIONAL ASSOCIATION OF WHEAT GROWERS SAYS IT UNDERSCORES THE IMPORTANCE OF A HEALTHY, DOMESTIC FOOD SUPPLY. A NAWG RELEASE STATES THE CURRENT SITUATION INVOLVING POTENTIALLY TAINTED WHEAT FROM CHINA COULD HAVE BEEN AVOIDED HAD THE COMPANIES INVOLVED USED AMERICAN WHEAT INSTEAD.

**LOW LIN OIL :** A POPULAR FAST-FOOD RESTAURANT FINALIZES PLANTS TO SWITCH TO HEALTHIER COOKING OIL. STARTING NEXT MONTH, MORE THAN 500 KFC RESTAURANTS NATIONWIDE WILL SWITCH TO LOW-LINOLENIC OIL FOR ITS FRYING APPLICATIONS. KFC'S PARENT COMPANY, YUM BRANDS, SAYS IT SELECTED LOW-LIN OIL AS ITS TRANS-FAT SOLUTION BECAUSE IT YIELDED THE COLOR, TEXTURE AND TASTE NECESSARY AND EXPECTED OF KFC PRODUCTS, WITHOUT A CHANGE IN FLAVOR. THE BREAKTHROUGH OF LOW-LIN OIL COULD ADD AN ESTIMATED \$500M PER YEAR TO THE VALUE OF AMERICAN-GROWN SOYBEANS.

**HURRICANE SEASON :** IF A WELL-KNOWN STORM WATCHER IS ON TARGET, 2007 WILL FEATURE A VERY ACTIVE HURRICANE SEASON. WILLIAM GRAY AND HIS TEAM OF RESEARCHERS AT COLORADO STATE UNIVERSITY ARE PREDICTING A MINIMUM OF 9 HURRICANES WITH A GOOD CHANCE THAT AT LEAST ONE MAJOR STORM WILL STRIKE THE EAST COAST. WHILE 2006 WAS A RELATIVELY QUIET YEAR FOR HURRICANES, THERE WERE 28 NAMED STORMS IN 2005, INCLUDING KATRINA AND RITA. THE 2007 HURRICANE SEASON RUNS FROM THE FIRST OF JUNE THROUGH THE END OF NOVEMBER.

**MOTAX PROGRAM :** AN IMPORTANT REMINDER – THE DEADLINE FOR FILING YOUR INCOME TAX FORMS IS QUICKLY APPROACHING – MONDAY APRIL 16 TH – AND IN THE SHOW ME STATE, THERE'S A PROGRAM TO HELP LOW-INCOME FAMILIES. MOTAX – THE MISSOURI TAXPAYER EDUCATION INITIATIVE, HELPS PEOPLE FILL OUT THEIR TAX FORMS AND AVOID COSTLY MISTAKES. LAST YEAR ALONE, THE PROGRAM DIRECTLY HELPED MORE THAN 24 HUNDRED FAMILIES, GENERATING MORE THAN \$2M IN REFUNDS. BEST OF ALL – THE SERVICE IS FREE. FOR MORE INFORMATION, HEAD ONLINE TO [WWW.EXTENSION.MISSOURI.EDU](http://WWW.EXTENSION.MISSOURI.EDU).

**SPIRIT OF THE HEARTLAND – TENNESSEE 4H :** SPIRIT OF THE HEARTLAND THIS WEEK FOCUSES ON SOME OF THE GOOD WORK BEING DONE BY AN ORGANIZATION WITH CLOSE TIES TO AGRICULTURE. ACROSS THE COUNTRY, ENROLLMENT IN 4H TENDS TO

DECLINE AS KIDS GET OLDER, AND TENNESSEE IS NOT EXCEPTION. BUT FORTUNATELY, SOME MEMBERS WITH A PASSION FOR COMMUNITY SERVICE CONTINUE THEIR WORK THROUGH COLLEGE. CHUCK DENNEY HAS THEIR STORY IN THIS REPORT FROM THE UNIVERSITY OF TENNESSEE . FOR MORE INFORMATION, HEAD ONLINE TO [WWW.4HUSA.ORG](http://WWW.4HUSA.ORG).

**IL – INDIA VISIT** : WE HEAD TO ANOTHER PART OF THE WORLD NOW TO SEE HOW TRADE CAN HAVE LONG-LASTING EFFECTS. THE FIRST COUPLE WEEKS OF MARCH, TODD GLEASON FROM THE UNIVERSITY OF ILLINOIS TRAVELED THROUGH NORTH-CENTRAL INDIA, SPENDING TIME IN NEW DELHI, THE NATION'S CAPITOL, ALONG WITH A VISIT TO THE TAJ MAHAL. BUT THAT'S NOT ALL – HE ALSO LEARNED FIRST-HAND HOW SUGARCANE IS HAVING A REAL AND POSITIVE IMPACT ON AT LEAST ONE INDIAN COMMUNITY.

**TRACTOR TALES** : TRACTOR TALES TYPICALLY FEATURES OLD TRACTORS MADE NEW AGAIN, BUT THIS WEEKEND, WE GET A LOOK AT AN OLD MACHINE JUST PULLED FROM THE FIELD.

**COUNTRY CHURCH SALUTE** : WE HAVE A SPECIAL CHURCH SALUTE THIS WEEK – NOT A COUNTRY CHURCH AS SUCH, BUT A HISTORIC HOUSE OF WORSHIP. THE ST FRANCIS XAVIER CATHOLIC CHURCH IN VINCENNES INDIANA WILL CELEBRATE 275 YEARS OF EXISTENCE THIS YEAR. THE INFORMATION WAS PROVIDED BY JOE VIECK SR, WHO EXTENDS AN INVITATION TO ALL TO VISIT THE HISTORIC OLD CATHEDRAL OF VINCENNES . AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

**VIEWER MAIL** : TIME NOW FOR OUR WEEKLY PEEK INSIDE THE OLD FARM REPORT MAILBAG FULL OF QUESTIONS AND COMMENTS FROM OUR VIEWERS. PLEASE LET US KNOW WHAT YOU THINK. FEEL FREE TO CONTACT US DIRECTLY SEND EMAILS TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM) OR CALL US TOLL FREE AT 800.792.4329.

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4/16/2007 8:38:40 AM

USFR Weekly Recap - April 14-15, 2007

by

**THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:****Episode #1757****April 14-15, 2007**

**WHEAT CONDITION :** A SEVERE COLD SNAP THAT GRIPPED MUCH OF THE HEARTLAND THIS WEEK IS ALREADY TAKING A TOLL ON FARM COUNTRY. ACCORDING TO THE AG DEPARTMENT'S WEEKLY CROP UPDATE, WINTER WHEAT FIELDS ARE REALLY BEING STRESSED BY A RUN OF SUB-FREEZING TEMPERATURES. AS OF LAST SUNDAY, USDA RATED 64% OF THE CROP GOOD TO EXCELLENT; DOWN 7 POINTS FROM JUST A WEEK AGO. BUT ACCORDING TO THE CEO OF THE KANSAS WHEAT COMMISSION, DAMAGE FROM THE MOST RECENT COLD SNAP MAY VERY WELL BE MORE APPARENT IN NEXT WEEK'S REPORT.

**COTTON/CORN UPDATE :** WHILE THINGS ARE QUIETER IN THE COTTON BELT, THE PLANTING SEASON HAS REALLY JUST BEGUN. IN ITS WEEKLY UPDATE, THE AG DEPARTMENT REPORTED 7% OF THE CROP HAS BEEN PLANTED. STATES REPORTING EARLY PROGRESS INCLUDE CALIFORNIA , TEXAS AND ARIZONA . FOR CORN, ONLY 3% OF THE NATION'S CROP IS IN THE GROUND. WITH LITTLE OR NO PROGRESS REPORTED THROUGHOUT MUCH OF THE MIDWEST . THE REPORT SHOWS PLANTINGS ARE WELL UNDERWAY IN A NUMBER OF SOUTHERN STATES. IN TEXAS , WHERE MANY GROWERS ARE SWITCHING FROM COTTON TO CORN, 59% OF THE CROP IS IN THE GROUND. OTHER STATES SHOWING GOOD PROGRESS INCLUDE TENNESSEE , NORTH CAROLINA AND KENTUCKY . THE CROP CONDITION UPDATE FROM THE USDA IS UPDATED EVERY MONDAY AFTERNOON AND POSTED IMMEDIATELY ON AGWEB.COM. ACROSS MUCH OF THE UPPER MIDWEST THIS WEEK APRIL SHOWERS TURNED WHITE WITH SNOW BLANKETING MUCH OF THE REGION. ALONG WITH SLOWING FIELD WORK FOR MAJOR ROW CROPS, THE SPRING SNOWSTORM MADE A DIRECT HIT ON FRUIT ORCHARDS IN A NUMBER OF STATES.

**ROUND-TABLE :** AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH BOB UTTERBACK, FARM JOURNAL ECONOMIST AND GREGG HUNT WITH FOX INVESTMENTS.

**JOHN'S WORLD :** OVER THE LAST FEW MONTHS I HAVE BEEN BLOGGING ABOUT MY EVOLVING POSITION ON HUMAN-CAUSED CLIMATE CHANGE. AND I HAVE ENJOYED THE LIVELY AND THOUGHTFUL RESPONSES FROM READERS. YOU CAN VISIT JOHN'S WORLD FOR ALL THE DETAILS, BUT LET ME SUMMARIZE WHERE I STAND RIGHT NOW. LIKE MANY OTHER FORMER CRITICS, NOTABLY THIS WEEK NEWT GINGRICH, OF ALL PEOPLE, I HAVE BEEN PERSUADED BY THE CONSENSUS OF CLIMATE SCIENTISTS THAT HUMAN ACTIVITY IS CONTRIBUTING TO CLIMATE CHANGE. WHILE I DO NOT PRETEND TO UNDERSTAND THE DETAILS, I DO TRUST OUR SCIENTIFIC COMMUNITY TO REACH CONCLUSIONS AS HONESTLY AND OPENLY AS POSSIBLE. MANY FIND THIS POSITION TO BE INCONGRUOUS. THERE IS AN EXPECTATION THAT ALL FARMERS SHARE CERTAIN BELIEFS SIMPLY BECAUSE WE ARE FARMERS. BUT AMERICANS ARE

BECOMING MORE ECLECTIC IN THEIR CHOICES. YOU CAN SUPPORT SCHOOL VOUCHERS AND NATIONAL HEALTH INSURANCE AT THE SAME TIME, FOR EXAMPLE. FARM LEADERSHIP HAS LARGELY BEEN SILENT ON THIS ISSUE AS WELL. THEY TEND TO WAIT TO SEE WHICH WAY THE WIND IS BLOWING. THIS IS ANOTHER REASON WE ALL NEED TO DECIDE ON OUR OWN. MY GUESS IS IF THE SOLUTION TO CLIMATE CHANGE IS PAYMENTS OF CARBON SEQUESTRATION, FARMERS WILL BECOME GLOBAL WARMING ZEALOTS. IF THE SOLUTION IS A CARBON TAX, AS I FAVOR, WE WILL REMAIN PRETTY SKEPTICAL. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**COLD SNAP - PEACHES** : LAST WEEK'S RECORD COLD REACHED DEEP INTO THE SOUTHEAST TO DEVASTATE FRUIT CROPS. EARLY ESTIMATES ARE LOSSES OF NEARLY HALF OF THE PEACH CROP IN THE TOP PEACH-GROWING STATE OF GEORGIA . IN SOUTH CAROLINA , THE NUMBER TWO PRODUCER STATE COULD SEE LOSSES AS HIGH 90\$ ACCORDING TO AG COMMISSIONER HIGH WEATHERS. ALONG WITH PEACHES, APPLES, STRAWBERRIES AND BLUEBERRIES WERE HIT HARD BY THE FREEZE. NORTHERN FRUIT PRODUCTION AREAS MAY HAVE BEEN SPARED LOSSES DUE TO THE LATER BLOSSOMING IN THOSE AREAS. THE DAMAGE TO FULL GROWN TREES CAN BE SUBSTANTIAL AND BE FELT FOR YEARS SAYS THE NORTH CAROLINA FARM BUREAU. HOMEOWNERS AND GARDENERS ARE LIKEWISE LAMENTING THE LOSS OF EARLY FLOWERS AND DELICATE ORNAMENTALS.

**MN FARM INCOME** : CONFIRMING WHAT REAL ESTATE AND TRACTOR DEALERS HAVE KNOWN FOR MONTHS, THE UNIVERSITY OF MINNESOTA FARM FINANCIAL MANAGEMENT PROGRAM HAS RELEASED FIGURES SHOWING 2006 TO BE A RECORD INCOME YEAR FOR MINNESOTA FARMERS. EVEN WITH LIVESTOCK OPERATIONS DOING SLIGHTLY WORSE, STRONG GRAIN PRICES, GOOD YIELDS AND ETHANOL PROFITS PROPELLED FARM INCOME TO A NEW HIGH OVER \$95 THOUSAND. OFFICIALS STRESS THE FIGURE IS AN AVERAGE AND RETURNS WERE, AS USUAL UNEVEN ACROSS THE STATE.

**BISON POPULARITY** : NEW FIGURES SHOW BISON MEAT WAS MORE POPULAR THAN EVER LAST YEAR. ACCORDING TO THE USDA, MEAT PACKERS PROCESSED 21% MORE BISON IN 2006 THAN 2005. BISON IS THE PREFERRED TERM FOR THE AMERICAN BUFFALO . BISON RANCHERS ATTRIBUTE ENVIRONMENTAL AND HEALTH CONCERNS, ESPECIALLY ANTIBIOTIC AND HORMONE USE, WITH THE INCREASE. THEY ALSO THINK THE PUBLIC HAS DISCOVERED BISON TO BE SIMPLY GOOD EATING. THE MEAT IS SLIGHTLY SWEETER THAN BEEF, AND IS BECOMING WIDELY AVAILABLY IN STORES AND ON RESTAURANT MENUS. 42 THOUSAND BISON WERE CONSUMED IN 2006, COMPARED TO 34 MILLION CATTLE. AS FEED COSTS RISE DUE TO CORN PRICES, GRASS-FED BISON COULD COMPETE FOR A LARGER SHARE OF THE CONSUMER MEAT DOLLAR.

**OBESITY REPORT** : ACCORDING TO A NEW STUDY BY THE RAND CORPORATION, THE NEWS ABOUT OBESITY IN THE US IS NOT GETTING BETTER. THE PROPORTION OF THE POPULATION CLASSIFIED AS SEVERELY OBESE ROSE 50% FROM 2000 TO 2005, MORE THAN TWICE AS FAST AS THE MODERATELY OBESE. SEVERE OBESITY IS DEFINED AS A BODY MASS INDEX OF GREATER THAN 40%. AS AN EXAMPLE, A 5'10 MAN, WEIGHING 300 POUNDS WOULD HAVE A BMI OF 40. AVERAGE LIFETIME HEALTHCARE COSTS FOR THE SEVERELY OBESE ARE ESTIMATED TO BE TWICE AS HIGH AS THOSE WITH A NORMAL BMI OF 18-25. ANOTHER RECENT OBESITY STUDY SUGGESTS GENETICS MAY

PLAY A BIGGER ROLE THAN PREVIOUSLY THOUGHT. TO CHECK YOUR BMI, HEAD TO THE LINK ON OUR SITE.

**SPIRIT OF THE HEARTLAND – TWIN LAKES LODGE** : HAVING A QUIET, OUT-OF-THE-WAY SPOT TO WATCH THE SUNSET IS NOT ONLY PLEASANT, IT CAN BE A HOT COMMODITY. IN OUR SEARCH FOR THE SPIRIT OF THE HEARTLAND, WE CAME ACROSS THE TWIN LAKES SPORTING CLUB, AND ITS UNIQUE CHARM. FOR MORE INFORMATION HEAD TO [WWW.TWINLAKESSPORTINGCLUB.COM](http://WWW.TWINLAKESSPORTINGCLUB.COM).

**FARM DANGER** : IT'S NO SECRET – AGRICULTURE HAS A LONG-HELD REPUTATION FOR BEING A DANGEROUS OCCUPATION. IN FACT, ACCORDING TO ITS MOST CURRENT DATA, THE BUREAU OF LABOR STATISTICS REPORTS FARMING AND RANCHING WAS THE 6 TH MOST DANGEROUS JOB IN AMERICA IN 2005. THE DANGERS ARE WELL KNOWN, BU NOW, A SPOTLIGHT IS BEING PLACED ON A CONDITION MANY DON'T KNOW MUCH ABOUT. FARM JOURNAL EDITOR MICHELLE KOWALSKI SPECIALIZES IN FARM SAFETY AND HEALTH ISSUES. WE ASKED HER TO DESCRIBE A CONDITION KNOWN AS 'FARMER'S LUNG'.

**IOWA – TRUMPETER SWANS** : WE HEAD TO IOWA NOW FOR A COMEBACK STORY. DESPITE THIS RECENT COLD SNAP, TRUMPETER SWANS ARE BEGINNING TO MAKE THEIR RETURN NORTH, BUT IN THE HAWKEYE STATE , THE MIGRATION CAN BE A BIT UNUSUAL. IN THIS REPORT FROM THE IOWA DEPARTMENT OF NATURAL RESOURCES, JOE WILKINSIN SHOWS US HOW SOME TRUMPETERS GET TO THEIR SUMMER HOMES.

**TRACTOR TALES** : TRACTOR TALES THIS WEEK TAKES US ONCE AGAIN TO PIONEER PARK DAYS HELD EARLIER THIS YEAR IN ZOLFO SPRINGS FLORIDA . DURING OUR VISIT TO THIS EXHIBIT, WE GOT THE STORY BEHIND AN OLD TITAN TRACTOR BUILT MORE THAN 80 YEARS AGO.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS BURNETTSVILLE CHURCH OF THE BRETHREN IN BURNETTSVILLE INDIANA . WE THANK HAROLD RIFE FOR SENDING US THE INFORMATION ON HIS CHURCH. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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4/24/2007 10:58:31 AM  
USFR Weekly Recap - April 21-22, 2007  
by

## **THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:**

**Episode #1758**

**April 21-22, 2007**

**WHEAT** : A DAMAGING EASTER FREEZE CERTAINLY LEFT ITS MARK ON THE NATION'S WINTER WHEAT CROP. ACCORDING TO THE LATEST CROP PROGRESS REPORT FROM THE USDA, THE CROP IS NOW RATED 55% GOOD TO EXCELLENT...DOWN A FULL 9 POINTS FROM THE WEEK BEFORE. KANSAS, THE TOP STATE FOR WINTER WHEAT PRODUCTION, TOOK A HUGE HIT AS 36% OF THE CROP IS SAID TO BE IN GOOD TO EXCELLENT SHAPE...DOWN NEARLY 20 POINTS IN JUST ONE WEEK. FIELDS IN MISSOURI AND ARKANSAS WERE ALSO HIT HARD BY THE SPRING FREEZE.

**CORN/BEANS** : ACROSS MUCH OF FARM COUNTRY, A COLD, WET APRIL IS KEEPING PLANTERS FROM ROLLING. IN ITS WEEKLY UPDATE, THE AG DEPARTMENT REPORTED ONLY 4% OF THE NATION'S CORN CROP IS IN THE GROUND - UP JUST A POINT FROM THE WEEK BEFORE, WHILE COTTON PLANTINGS STAND AT 9%..A TWO POINT BUMP. THE SLOW START IS TOUGH TO SWALLOW FOR GROWERS ANXIOUS TO HIT THE FIELDS.

**WRDA UPDATE** : IN WASHINGTON , THE HOUSE PASSES LEGISLATION TO FUND LOCK AND DAM UPGRADES ON THE UPPER MISSISSIPPI AND ILLINOIS RIVERS. THE WATER RESOURCES DEVELOPMENT ACT WOULD PROVIDE FUNDING TO UPDATE LOCK AND DAM INFRASTRUCTURE ALONG THE TWO RIVERS. MANY HAVE BEEN IN PLACE SINCE THE 1930s AND HAVE REAL TROUBLE ACCOMMODATING LONGER BARGE TOWS. THE LEGISLATION NOW MOVES TO THE SENATE, WHICH COULD TAKE A VOTE BY MEMORIAL DAY.

**CARGILL PROFITS** : CARGILL REPORTS A HUGE BUMP IN THIRD QUARTER EARNINGS. THE AGRI-BUSINESS GIANT REPORTS PROFITS OF \$553M IN THE QUARTER ENDING FEBRUARY 28 TH - A 49% INCREASE OVER LAST YEAR. CARGILL CHAIRMAN WARREN STALEY SAYS THE INTERSECTION AND ENERGY MEET IS CREATING NEW DEMAND AND CHALLENGES FOR THE COMPANY. DAYS LATER, UNION PACIFIC, THE NATION'S LARGEST RAILROAD, IDENTIFIED ETHANOL AS THE PRIME MOVER FOR A 24% INCREASE IN ITS QUARTERLY PROFITS.

**ROUND-TABLE** : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH RICHARD BROCK OF BROCK ASSOCIATES AND MIKE FLOREZ OF FLOREZ TRADING.

**JOHN'S WORLD** : OF ALL THE ANXIETIES IN THE FARMING PROFESSION FEW ARE AS UNNERVING AS LAST YEAR'S MISTAKE. THERE IS SOMETHING HORRIFYINGLY EMBARRASSING ABOUT COMMITTING THE SAME ERROR TWO TIMES RUNNING. MIND YOU, THIS AVERSION CAN BACKFIRE BIG TIME. IN OUR STRUGGLES TO AVOID WHAT WE DID WRONG IN 2006, WE OFTEN LURCH TO AN EQUALLY UNFORTUNATE DECISION

IN THE OPPOSITE DIRECTION. LET ME GIVE YOU A PERSONAL EXAMPLE. AS I SPEAK, I AM WRESTLING WITH THE IDEA OF PUTTING CORN INTO THE COLD, COLD GROUND IN THE FACE OF A NOT-TOO-WARM FORECAST SIMPLY BECAUSE THE CALENDAR SAYS THAT'S WHAT I SHOULD BE DOING. BUT LAST YEAR, THOSE ACTIONS WERE A RECIPE FOR UNEVEN EMERGENCE AND POOR STANDS. THE MEMORY OF BUYING EXTRA CORN TO REPLANT, THE AGONY OF THE DECISION TO TEAR UP MARGINAL POPULATIONS, AND THE DECIDEDLY UNEXCITING HARVEST RESULTS ARE STILL FRESH IN MY MIND. SO I AM POISED ON THE BRINK OF, WELL, INACTION. IT IS VERY LIKELY I WILL WAIT PERHAPS TOO LONG THIS YEAR AND THEREBY CURB MY YIELD POTENTIAL AGAIN. PAINFUL EVENTS GET SPECIAL TREATMENT IN OUR MEMORIES. PSYCHOLOGISTS HAVE A WORD FOR THIS: PRESENTISM. OUR BRAINS HAVE A HARD TIME LETTING GO OF THE MOST RECENT EVENTS IN OUR LIVES. WORST OF ALL IS THE LINGERING SUSPICION THAT I WILL BE WORKING VERY HARD NEXT SPRING TO AVOID THE VERY ACTIONS I AM ABOUT TO TAKE RIGHT NOW. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**ETHANOL POLLUTION** : MORE FUEL IS ADDED TO THE RENEWABLE FUELS DEBATE AS A NEW REPORT CLAIMS ETHANOL CAUSES MORE AIR POLLUTION THAN GASOLINE. A STUDY DONE AT STANFORD UNIVERSITY FOUND SWITCHING FROM GASOLINE TO ETHANOL MAY CREATE DIRTIER AIR... AND CAUSE MORE SMOG-RELATED DEATHS. MARK JACOBSON, AN ENVIRONMENTAL ENGINEERING PROFESSOR, BASES HIS OPINION ON COMPUTER MODELS OF POLLUTION AND AIR FLOW. HE SAYS ETHANOL WOULD RAISE OZONE LEVELS, ESPECIALLY IN CITIES THAT ALREADY HAVE SEVERE POLLUTION PROBLEMS. WE'LL POST A LINK TO THE STUDY ON OUR WEBSITE FOR EASY ACCESS.

**ETHANOL UPDATE** : IN STATES ACROSS THE CORN BELT, A GROWING PERCENTAGE OF CORN IS HEADED DIRECTLY TO THE ETHANOL INDUSTRY. IN IOWA , THE NATION'S LEADER IN RENEWABLE FUEL PRODUCTION, 26 ETHANOL PLANTS ARE UP AND RUNNING, AND BY NEXT YEAR, THAT NUMBER IS EXPECTED TO DOUBLE. THE END RESULT – GROWING DEMAND FOR HOMEGROWN CORN.

**CONOCO-PHILLIPS** : THE NATION'S LARGEST POULTRY AND PORK PROCESSOR IS TEAMING UP WITH AN ENERGY GIANT TO MAKE RENEWABLE DIESEL FUEL OUT OF ANIMAL FAT. TYSON FOODS AND CONOCO-PHILLIPS ANNOUNCED THEIR ALLIANCE MONDAY. THE COMPANIES SAY THE PLAN IS TO USE BY-PRODUCT FAT FROM POULTRY, PORK AND BEEF TO GENERATE TRANSPORTATION FUEL. PRODUCTION IS EXPECTED TO BEGIN LATER THIS YEAR AND ONCE IN FULL OPERATION, THE COMPANIES HOPE TO REFINER 175M GALLONS A YEAR. NOT EVERYONE IS PLEASED WITH THIS ALLIANCE . THE NATIONAL BIODIESEL BOARD CLAIMS TYSON AND CONOCO WILL BE ABLE TO TAKE UNFAIR ADVANTAGE OF A TAX CREDIT DESIGNED TO CREATE NEW REFINING CAPACITY, EVEN THOUGH THEY'LL USE EXISTING FACILITIES.

**BEEES – CELL PHONES** : IT MIGHT SOUND LIKE A BIZARRE CONNECTION TO MAKE – BUT SOME SCIENTISTS SUGGEST CELL PHONES MAY BE PLAYING A ROLE IN THE DISAPPEARANCE OF HONEY BEES. WE'VE BEEN REPORTING FOR SOME TIME ON COLONY COLLAPSE DISORDER, OR CCD – THE NAME FOR THE CONDITION WHERE HONEY BEES SIMPLY DISAPPEAR FROM A HIVE. IN A REPORT FROM THE INDEPENDENT NEWSPAPER IN THE UK , RESEARCHERS ARE LOOKING INTO THE THEORY THAT RADIATION FROM MOBILE PHONES INTERFERES WITH THE BEES' NAVIGATION

SYSTEM. SIMPLY PUT, THE BEES CAN'T FIND THEIR WAY HOME TO THE HIVE. CCD WAS FIRST REPORTED HERE IN THE US , BUT HAS SINCE SPREAD TO PARTS OF EUROPE .

**CA – ORGANIC BILL** : IN CALIFORNIA , LEGISLATION IS INTRODUCED THAT WOULD REQUIRE LABELS ON ANY FOOD PRODUCTS FROM A CLONED ANIMAL. STATE SENATOR CAROLE MIGDEN SAYS CONSUMERS HAVE THE RIGHT TO KNOW WHAT THEIR FOOD CONTAINS, AND WHETHER IT'S COMING FROM CLONED OR NATURAL-BRED ANIMALS. MIGDEN SAYS TIMING OF THE PROPOSAL IS IMPORTANT, NOTING THE FDA COULD ALLOW PRODUCTS FROM CLONED ANIMALS INTO THE FOOD SUPPLY AS EARLY AS THIS YEAR.

**SPIRIT OF THE HEARTLAND – CANADA HORSE REHAB** : SPIRIT OF THE HEARTLAND THIS WEEK TAKES US NORTH OF THE BORDER TO VISIT A REHAB CENTER OFFERING INJURED HORSES ROYAL TREATMENT, AND DELIVERING LIFE-CHANGING RESULTS. SHANNON PASOOK FROM OUR REPORTING PARTNERS AT CHCA TV IN ALBERTA TAKES US TO A RANCH THAT IS NOW HOME TO A FIRST-CLASS REHAB CENTER .

**BEGINNING FARMERS** : AG SECRETARY MIKE JOHANNIS HIT THE ROAD THIS WEEK TO MEET WITH THE NEXT GENERATION OF AMERICAN AGRICULTURE. SPEAKING IN DES MOINES AT THE STATE FFA CONVENTION, THE SECRETARY SAID FEDERAL FARM POLICY MUST TAKE AN ACTIVE ROLE IN HELPING YOUNG FARMERS REALIZE THEIR DREAMS. TO THAT END, JOHANNIS SAYS THE ADMINISTRATION SUPPORTS PROPOSALS THAT WOULD REDUCE INTEREST RATES, INCREASE OPERATING LOANS AND TARGET CONSERVATION PAYMENTS TO BEGINNING PRODUCERS. FOR MORE ON THE AG DEPARTMENT'S PROPOSALS FOR THE NEW FARM BILL, HEAD ONLINE TO [WWW.USDA.GOV](http://WWW.USDA.GOV).

**SPAFFORD – SUCCESSION** : WHETHER YOU'RE A BEGINNING FARMER OR FARMING RUNS DEEP IN YOUR VEINS, TAKING OVER THE OPERATION CAN BE A SCARY VENTURE...AND IT CAN BE EVEN SCARIER FOR MOM AND DAD IF IT'S THEIR OPERATION. AS SCOTT KINRADE REPORTS, ONE EXPERT SAYS PLANNING AHEAD IS A MUST WHEN IT COMES TO PASSING ON A FAMILY OPERATION FROM ONE GENERATION TO THE NEXT.

**TRACTOR TALES** : WE'VE GOT A GOOD STORY TO FEATURE THIS WEEK ON 'TRACTOR TALES'. AN OLD FORD THAT AT ONE TIME WAS PART OF THE FLEET FOR A NOW-DEFUNCT AIRLINE.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS ST PAUL'S LUTHERAN CHURCH OF STERLING, ILLINOIS AS THEY CELEBRATE THEIR CENTENNIAL. WE THANK SHIRLEY CONKLEN FOR SHARING HER CHURCH AND THEIR BIG DAY. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

**VIEWER MAIL** : TIME NOW FOR OUR WEEKLY PEEK INSIDE THE OLD FARM REPORT MAILBAG FULL OF QUESTIONS AND COMMENTS FROM OUR VIEWERS. PLEASE LET US KNOW WHAT YOU THINK. FEEL FREE TO CONTACT US DIRECTLY SEND EMAILS TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM) OR CALL US TOLL FREE AT 800.792.4329.



5/2/2007 1:46:45 PM

USFR Weekly Recap - April 28-29, 2007

by

**THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:****Episode #1759****April 28-29, 2007**

**WAR FUNDING** : WE BEGIN IN WASHINGTON WHERE CONGRESS OKAYS A CONTROVERSIAL WAR SPENDING BILL THAT INCLUDES \$3.5 BILLION FOR AGRICULTURE AID....A BILL THAT'S SURE TO GET A PRESIDENTIAL VETO. WHILE REQUESTING MORE MONEY TO FIGHT THE WARS IN IRAQ AND AFGHANISTAN , THE PRESIDENT SAYS HE WON'T SIGN ANY BILL THAT CONTAINS TROOP WITHDRAWAL LANGUAGE...AND THIS ONE DOES. BARRING A LAST MINUTE LEGISLATIVE-EXECUTIVE COMPROMISE, LAWMAKERS ARE ALMOST ASSURED TO BEGIN WORKING ON A SECOND VERSION OF THE SPENDING BILL NEXT WEEK.

**US - JAPAN BEEF** : PROGRESS IS REPORTED AS THE US AND JAPAN WORK TO EXPAND BEEF TRADE. THIS WEEK, AG SECRETARY MIKE JOHANN'S APPROVED JAPAN 'S REQUEST TO CONDUCT ADDITIONAL AUDITS OF AMERICAN PROCESSING PLANTS. ACCORDING TO THE USDA, ONCE THE VERIFICATION IS COMPLETE, JAPAN WILL DISCONTINUE INSPECTING 100% OF BOXES OF BEEF SHIPPED FROM US PLANTS. THE AGREEMENT WAS ANNOUNCED JUST AS THE JAPANESE PRIME MINISTER CAME TO WASHINGTON TO MEET WITH PRESIDENT BUSH.

**KANSAS WHEAT** : IT'S BEEN ABOUT TWO WEEKS SINCE THE DEVASTATING EASTER FREEZE, AND DAMAGE FROM KANSAS WHEAT FIELDS IS BECOMING MORE CLEAR. ACCORDING TO AN AGWEB REPORT, WHEAT IN CENTRAL AND EASTERN KANSAS SUFFERED SIGNIFICANT DAMAGE, WITH STEMS AND HEADS IN THOSE FIELDS TAKING A BEATING. THE KANSAS STATE EXTENSION OFFICE REPORTS FREEZE DAMAGE WAS MOST SEVERE IN THE EARLIER PLANTED FIELDS OF WHEAT. WESTERN KANSAS SEEMS TO HAVE BEEN SPARED OVERALL, BUT AREAS NORTH AND EAST OF WICHITA SUSTAINED DAMAGE. KANSAS AGRONOMISTS SAY RECOVER FROM SECONDARY AND BASAL TILLERS IS UNDERWAY.

**AG STOCKS** : AS QUARTERLY EARNINGS REPORTS CONTINUE TO TRICKLE OUT, IT'S CLEAR A BULL MARKET FOR CORN IS HAVING A DRAMATIC IMPACT ON AGRI-BUSINESS, ESPECIALLY FOR THE FERTILIZER INDUSTRY. ACCORDING TO AN AGRI-MARKETING REPORT, THE VALUE OF TERRA NITROGEN'S STOCK CLIMBED 282% IN THE PAST YEAR, WHILE CF INDUSTRIES SAW ITS VALUE GO UP 170%. OTHER STOCKS OF NOTE: BAYER UP 69%, MONSANTO UP 44%, AND AGCO UP 65%.

**ROUND-TABLE** : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH JIM BOWER AND CHRIS HURT.

**JOHN'S WORLD** : AS DEBATE ON THE FARM BILL BECOMES MORE INTENSE IN

WASHINGTON AND RURAL AMERICA , ONE CONCEPT SEEMS TO BE FLOATING TO THE TOP OF THE DISCUSSIONS: THE IDEA OF A SAFETY NET FOR FARMERS. IF YOU ARE INTERESTED IN MY FULL VIEWS ON THIS PROPOSAL, PLEASE CHECK JOHN'S WORLD OR TOP PRODUCER AT AGWEB.COM. LIKE ANY WELL-CHOSEN METAPHOR, A SAFETY NET BRINGS TO MIND VISIONS OF A LIFE SAVING STRUCTURE – I ALWAYS IMAGINE THE NETS AROUND THE LOFTY DECK OF AN AIRCRAFT CARRIER, FOR EXAMPLE. HOWEVER, THE POWER OF THIS METAPHOR MASKS WHAT IS ESSENTIALLY A REVENUE INSURANCE SCHEME. THE IDEA MAY HAVE MERIT. PERHAPS FARMERS DO DESERVE PROTECTION FROM THE RISKS THEY FACE. BUT I AM CURIOUS WHY ONLY CERTAIN FARMERS – THOSE ALREADY PROVIDED SUBSIDIES – ARE INCLUDED. SHOULDN'T POTATO FARMERS AND PORK PRODUCERS AND VEGETABLE GROWERS BE SAVED? FOR THAT MATTER, I HAVE NOT HEARD BACKERS OF THE SAFETY NET EXPLAIN WHY OTHER AMERICANS SHOULD FACE EACH DAY WORKING WITHOUT A NET. ARE FARMERS LESS COMPETENT TO HANDLE LIFE'S CHALLENGES, FOR EXAMPLE? NOT THE FARMERS I COMPETE WITH – THESE GUYS ARE FANTASTIC BUSINESS MANAGERS. SAFETY NETS DO NOT CHOOSE WHICH LIVES TO SAVE. THEY PROTECT ALL WHO STUMBLE. AND UNTIL PROPONENTS OFFER A MORE INCLUSIVE PROPOSAL, WE SHOULD CALL THIS PLAN FOR WHAT IT TRULY IS: A GOVERNMENT-BUILT SIEVE TO SORT WINNERS FROM LOSERS. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**BEE DISEASE UPDATE :** THERE'S STILL PLENTY OF RESEARCH TO BE DONE, BUT SCIENTISTS BELIEVE THEY HAVE DISCOVERED THE PATHOGENS CAUSING THE DEATHS OF HONEY BEES. WE'VE BEEN TELLING YOU FOR SOME TIME ABOUT COLONY COLLAPSE DISORDER. WITHOUT HONEY BEES, FOOD CROPS CAN'T GET POLLINATED. RESEARCHERS AT THE ARMY'S CHEMICAL AND BIOLOGICAL LABS TEAMED UP WITH THE UNIVERSITY OF CALIFORNIA-SAN FRANCISCO TO IDENTIFY BOTH A VIRUS AND A PARASITE THAT COULD BE CAUSING THE RECENT DIE-OFF. THEIR FIND WAS SO SIGNIFICANT, THE USDA QUICKLY CALLED A MEETING WITH RESEARCHERS. SCIENTISTS USED A NEW TECHNOLOGY CALLED INTEGRATED VIRUS DETECTION SYSTEM TO ISOLATE THE VIRAL AND PARASITIC PATHOGENS THAT COULD BE CONTRIBUTING TO THE HONEY BEE LOSS.

**POTATO DISEASE :** THE GOVERNMENT IS STEPPING UP EFFORTS TO COMBAT A POTENTIALLY DEVASTATING POTATO PEST . THE AG DEPARTMENT HAS SET ASIDE NEARLY \$11 MILLION TO FIGHT POTATO CYST NEMATODE, OR PCN, IN IDAHO . PCN EXISTS IN MANY POTATO GROWING REGIONS IN THE WORLD, BUT THE FIRST CONFIRMED CASE IN THE US WAS FOUND LAST APRIL AT A PROCESSING PLANT IN IDAHO . WITH THIS MONEY, THE USDA HOPES TO ELIMINATE THE PEST BEFORE IT CAN BECOME ESTABLISHED. LEFT UNCHECKED, THE NEMATODES CAN CAUSE UP TO 80% YIELD LOSS.

**US POTATO FACTS :** THE POTATO INDUSTRY IS A BIG PART OF THE IDAHO ECONOMY, CONTRIBUTING NEARLY \$2 BILLION ANNUALLY WHILE ACCOUNTING FOR ROUGHLY A THIRD OF THE TOTAL US CROP. ACCORDING TO THE IDAHO POTATO COMMISSION, GROWERS HARVESTED SOME 328 THOUSAND LAST YEAR, YIELDING NEARLY 12 BILLION POUNDS. IDAHO POTATOES ARE CONSUMED COAST-TO-COAST, WITH THE STATE OF NEW YORK TOPPING THE USAGE LIST, FOLLOWED BY OHIO , FLORIDA , PENNSYLVANIA AND TEXAS .

**OZARK WINE DAMAGE** : A POTENTIAL DISASTER IS LOOMING FOR GRAPE AND WINE PRODUCERS IN THE OZARKS. ACCORDING TO THE MISSOURI DEPARTMENT OF AGRICULTURE, THE EASTER FREEZE KILLED NEARLY ALL OF THE BUDS THAT HAD BEGUN TO GROW IN VINEYARDS IN THAT REGION, AND A RESEARCHER FROM THE UNIVERSITY OF ARKANSAS SAYS HE'S NEVER SEEN SUCH DAMAGE IN HIS 40 YEARS OF GRAPE RESEARCH. AS A WAY TO HELP, MISSOURI IS ALLOWING WINEMAKERS TO IMPORT UP TO 95% OF THE GRAPES AND JUICES FROM OTHER STATES. FOR NOW, THIS IS A ONE TIME CHANGE IN THE RULES, AND ONLY FOR THIS YEAR. MARCH TEMPERATURES WERE THE THIRD WARMEST ON RECORD IN THE REGION, CAUSING PLANTS TO DEVELOP AT A FASTER RATE.

**SPIRIT OF THE HEARTLAND – TENNESSEE QUONSET BARN** : THEY'RE THE GRAND OLD SYMBOL OF AMERICAN AGRICULTURE – THE OLD RED BARN – SQUARE OR RECTANGULAR WITH A LOFT TO STORE HAY. BUT NOW, SOME FARMERS IN THE MID-SOUTH ARE TURNING TO A MORE MODERN STRUCTURE, ONE THAT'S BUILT TO LAST A LONG TIME. IN THIS REPORT FROM THE UNIVERSITY OF TENNESSEE , CHUCK DENNEY SHOWS US A NEW SHAPE AND SIGHT POPULAR ON A GROWING NUMBER OF FARMS IN THE VOLUNTEER STATE .

**CANCER – FRUITS/LOTIONS** : AS WE HEAD OUTDOORS TO WORK THE YARDS, GARDENS OR FIELDS, WE'RE AT RISK FOR SKIN CANCER. BUT ONE OF THE BEST ALLIES AGAINST SUNBURN AND SKIN CANCER MAY BE GROWING IN YOUR OWN BACKYARD. AN EXTRACT FROM BLACK RASPBERRIES SIGNIFICANTLY SLOWS THE GROWTH OF CERTAIN SKIN CANCERS. RESEARCHERS AT OHIO STATE MEDICAL CENTER HAVE BEEN STUDYING SQUAMOUS CELL CARCINOMA OF THE SKIN... WHICH IS THE SECOND MOST COMMON CANCER IN THE US . APPLYING A TOPICAL OINTMENT MADE OF THE BLACK RASPBERRIES NOT ONLY HELPED PREVENT A SUNBURN, BUT REDUCED TUMOR GROWTH IN LAB MICE

**HELPLINE REPORT** : LAST WEEK WE TOOK A LOOK AT SOME OF THE DIFFICULT ISSUES FACING FARM FAMILIES AS THEY WORK TO PASS THE FAMILY BUSINESS FROM ONE GENERATION TO THE NEXT. THIS WEEK, WE EXAMINE SOME OF THE OTHER TOUGH EMOTIONAL ISSUES UNIQUE TO RURAL AMERICA . SCOTT KINRADE TALKS WITH JONATHAN FINCK, AUTHOR OF FARM JOURNAL'S 'HELP LINE' COLUMN.

**TRACTOR TALES** : TIME NOW FOR TRACTOR TALES, COMING TO US THIS WEEK FROM A PLOW DAY EVENT IN NORTHERN INDIANA . OUR CAMERAS TRACKED DOWN AN OLD MACHINE THAT CAN STILL GET THE JOB DONE IN THE FIELDS.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE FAIRHAVEN UNITED METHODIST CHURCH IN SCENIC CARROL COUNTY ILLINOIS WHICH IS CELEBRATING THEIR 150TH ANNIVERSARY. WE THANK THE SWANSON FAMILY FOR SENDING US THE INFORMATION AND PICTURES. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND , IN , 46624-0062 , OR EMAIL US : [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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USFR Weekly Recap - May 5-6, 2007

by

**THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:****Episode #1760****May 5-6, 2007**

**CANADA - BSE** : WE BEGIN IN CANADA WHERE A 10 TH CASE OF BSE HAS BEEN CONFIRMED. ACCORDING TO THE CANADIAN FOOD INSPECTION AGENCY, NO PART OF THE INFECTED DAIRY COW ENTERED THE HUMAN FOOD OR ANIMAL FEED SYSTEM. CANADIAN HEALTH OFFICIALS TELL US THE ANIMAL IN QUESTION IS A FIVE-AND-A-HALF YEAR-OLD COW FROM BRITISH COLUMBIA . AS THE INVESTIGATION CONTINUES, CANADIAN AG OFFICIALS SAY THEY'RE DOING ALL THEY CAN TO EVENTUALLY ELIMINATE BSE FROM THE NATION'S CATTLE HERD. AN ENHANCED BAN ON FEED THAT MAY CONTAIN ANIMAL PRODUCTS GOES INTO EFFECT IN CANADA IN JULY, WHICH REGULATORS HOPE WILL ELIMINATE THE DISEASE. THE LAST KNOWN CASE OF MAD-COW DISEASE IN CANADA WAS IN APRIL OF 06.

**CORN PROGRESS** : WITH A BIT MORE COOPERATION FROM MOTHER NATURE, PLANTERS ARE RUNNING HARD IN MANY PARTS OF FARM COUNTRY. IN ITS WEEKLY UPDATE, THE AG DEPARTMENT REPORTS 23% OF THE CORN CROP WAS PLANTED AS OF LAST WEEKEND, DOUBLING THE WEEK BEFORE BUT STILL TRAILING LAST YEAR'S PROGRESS BY SOME 25 POINTS. IN THE BIG CORN STATES , ILLINOIS LEADS THE WAY WITH 36% IN THE GROUND.

**WHEAT UPDATE** : FOR WINTER WHEAT, THE AG DEPARTMENT NOW SAYS 56% OF THE CROP IS RATED AS GOOD TO EXCELLENT. IN KANSAS , 39% OF THE CROP IS CONSIDERED GOOD TO EXCELLENT, WHILE 37% OF THE CONSIDERED POOR TO VERY POOR. NEXT DOOR IN MISSOURI , THINGS ARE EVEN WORSE AS 64% OF THE CROP IS RATED POOR TO VERY POOR.

**TYSON EARNINGS** : THE NATION'S NUMBER ONE MEAT PROCESSOR ISSUES A ROBUST EARNINGS REPORT. TYSON FOODS SAYS IT EARNED \$68M IN ITS FISCAL SECOND QUARTER; UP ABOUT 19 CENTS A SHARE AND THE BEST RESULT IN 18 MONTHS. LAST YEAR AT THIS TIME, THE COMPANY REPORTED LOSSES OF \$127M. IN 2006, THE ARKANSAS-BASED COMPANY RE-TOOLED ITS BUSINESS, WHICH INCLUDED JOB CUTS AND PLANT CLOSURES.

**WESTERN WATER** : SEVEN WESTERN STATES FILE A PLAN WITH THE INTERIOR DEPARTMENT ON HOW BEST TO DIVIDE WATER FROM THE COLORADO RIVER DURING A DROUGHT. THE RIVER IS A SOURCE OF WATER FOR 30M PEOPLE IN THE REGION, AND OFFICIALS ARE ALREADY WORRIED ABOUT DRY CONDITIONS. ACCORDING TO AN ASSOCIATED PRESS REPORT, THE PLAN WOULD ALLOW UPPER BASIN STATES TO RELEASE LESS WATER DOWNSTREAM, WITH THE LOWER STATES GETTING WATER FROM OTHER SOURCES.

**ROUND-TABLE** : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH MARK GOLD OF TOP THIRD AG MARKETING AND JIM HEMMINGER OF INDEPENDENT TRADER.

**JOHN'S WORLD** : WE HAVE BEEN HAVING SOME GLORIOUS DAYS IN THE FIELD IN CENTRAL ILLINOIS , AND I HOPE THE REST OF MY COLLEAGUES ARE HAVING SIMILAR EXPERIENCES. IT'S ALWAYS AN ADJUSTMENT TO THE MUCH HIGHER PACE OF WORK WHEN IT IS TIME TO PLANT, OR SLIGHTLY PAST IT. JAN AND I HAVE NOTICED OUR ROUTINE IS MARKEDLY DIFFERENT THAN A FEW YEARS AGO. INSTEAD OF BOLTING BREAKFAST AND CLIMBING INTO CABS AND DRIVING, WE HAVE INSERTED MORE THAN A FEW INTERMEDIATE STEPS. FIRST, WE HAVE TO CHECK THE WEATHER. WHILE I COULD JUST LOOK OUT THE WINDOW, I READ MY WEATHER STATION JUST TO BE SURE. THEN ON THE COMPUTER I CHECK AGWEB WEATHER AND TWO OTHER SITES JUST TO MAKE SURE. WHILE JAN MAKES BREAKFAST AND PACKS LUNCHES THAT I AM CONVINCED ARE PORTIONED FOR WEIGHT CONTROL, I SCAN SEVERAL NEWS SITES AND CHECK FOR ANY URGENT EMAILS. THEN WE GRAB OUR CELL PHONES, CLEAR THE MESSAGES AND HEAD TO THE MACHINES. BUT INSTEAD OF FIRING UP AND DRIVING OFF, WE NOW START REPROGRAMMING. ACRES NEED TO BE RESET, APPLICATION RATES CHECKED, AND TRACTOR PARAMETERS REVIEWED. THEN WE HAVE TO ZERO IN THE GUIDANCE, MAKE SURE THE SATELLITES ARE LOCKED IN AND TEST THE ALIGNMENT ON OUR STEERING SYSTEMS. THEN AND ONLY THEN DO WE START TO FARM. THESE DAYS YOU DON'T JUST GO TO WORK - YOU BOOT UP. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**BAD BROILERS** : WE BEGIN WITH A COUPLE UPDATES SURROUNDING TAINTED WHEAT GLUTEN FROM CHINA . FIRST, FEDERAL INVESTIGATORS SAY SOME CHICKENS IN INDIANA WERE FED REMNANTS OF PET FOOD CONTAMINATED WITH GLUTEN, BUT THE SCOPE OF THE INQUIRY IS VERY NARROW. THE DEPARTMENT OF AGRICULTURE SAYS CHICKENS AT 30 BROILER FARMS AND 8 BREEDER POULTRY OPERATIONS ATE THE TAINTED FEED. THE PRODUCERS RECEIVED THE FEED IN FEBRUARY AND USED IT WITHIN DAYS. EVEN THOUGH THE BROILERS HAVE ALREADY BEEN PROCESSED AND LIKELY ENTERED THE FOOD SUPPLY, BOTH THE USDA AND FDA SAY CHANCES ARE 'VERY LOW' THAT ANYONE WOULD GET SICK FROM EATING CONTAMINATED MEAT.

**MELAMINE - SWINE** : AT THE SAME TIME, THE AGENCIES SAY THERE IS NO NEED FOR A RECALL OF PORK PRODUCTS FROM ANIMALS THAT WERE FED CONTAMINATED FEED. THE FDA SAYS THE TAINTED PROTEIN WAS USED TO MAKE PET FOOD AND A PORTION OF THAT PET FOOD WAS USED TO PRODUCE ANIMAL FEED. THE USDA HAS SAID THE SWINE IN QUESTION WILL NOT BE USED IN THE FOOD SUPPLY.

**FOOD SAFETY CZAR** : ALSO THIS WEEK, A NEW HIGH-RANKING POSITION IN THE FDA IS ANNOUNCED - AN INDIVIDUAL WHO WILL BE RESPONSIBLE FOR INSURING A SAFE FOOD SUPPLY IN THIS COUNTRY. DOCTOR DAVID ACHESON IS THE NEW ASSISTANT COMMISSIONER FOR FOOD PROTECTION. ONE OF HIS FIRST PROJECTS AS THE FOOD CZAR IS TO DEVELOP AN AGENCY-WIDE STRATEGY FOR FOOD SAFETY AND DEFENSE.

**MO - GRAPE CROP** : MISSOURI VINEYARD OWNERS STILL HAVE PLENTY OF WORK TO DO, EVEN THOUGH MUCH OF THIS YEAR'S CROP MAY HAVE BEEN KILLED BY THE EASTER FREEZE. UNIVERSITY OF MISSOURI RESEARCHERS HAVE BEEN SURVEYING THE DAMAGE. THEY WANT TO SEE IF THE DAMAGE WILL CARRY OVER TO NEXT

YEAR'S GRAPE CROP. AT SOME VINEYARDS, THE VINES ARE DEAD. BECAUSE OF THE DESTROYED CROP, MISSOURI WINEMAKERS WILL BE ALLOWED THIS YEAR TO IMPORT GRAPES AND JUICES USED TO MAKE WINE.

**SPIRIT OF THE HEARTLAND – MO ABUSED TIGER** : THERE'S A BIG CAT IN THE SHOW-ME STATE THAT HAS MUCH TO BE THANKFUL FOR THESE DAYS. A TIGER THAT GOT A SECOND CHANCE AT LIFE ONCE HE WAS TURNED OVER TO VETERINARY SPECIALISTS AT THE UNIVERSITY OF MISSOURI . AS KENT FADDIS SHOWS US, THE ROAD TO RECOVERY IS WELL UNDERWAY FOR SULLEY THE TIGER.

**AG LAND PRICES** : TWO KEY THINGS APPEAR TO BE DRIVING SKYROCKETING LAND VALUES, ESPECIALLY IN THE CORNBELT: HIGHER GRAIN PRICES AND THE DESIRE TO OWN A PIECE OF THE COUNTRY. FARMERS ARE BUYING LAND TO EXPAND THEIR OPERATIONS AND GROW CORN. ACCORDING TO MIKE WALSTEN WITH LANDOWNER NEWSLETTER, LAND VALUES IN NEBRASKA SHOT UP 14% THIS YEAR. NORTH DAKOTA , 8%. IOWA , 14% IN JUST SIX MONTHS! BUT THE BIG INCREASE HAS BEEN IN TEXAS AND NOT FROM FARMERS.

**GDU** : AS IS THE CASE PRACTICALLY EVERY GROWING SEASON, PLANTING IS OFF TO A BUMPY START IN PARTS OF FARM COUNTRY THIS SPRING. THERE ALL KINDS OF VARIABLES THAT IMPACT PROGRESS WITH ONE OF THE MOST IMPORTANT BEING THE AMOUNT OF GROWING DEGREE UNITS – OR GDUs – IN YOUR AREA. SCOTT KINRADE GETS THE LOWDOWN ON GDUs FROM FARM JOURNAL FIELD AGRONOMIST KEN FERRIE.

**TRACTOR TALES** : TRACTOR TALES THIS WEEK TAKES US TO THE SUNSHINE STATE WHERE WE MEET A COLLECTOR WHO LIKES TO TALK ABOUT AN OLD FORD THAT'S STILL RUNNING STRONG....

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SAYS HAPPY BIRTHDAY TO ST PAUL LUTHERAN CHURCH IN CLINTON IOWA , WHICH WAS FORMED IN 1907. WE THANK FLORA STRALOW FOR SENDING US THE INFORMATION AND PICTURES. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND , IN , 46624-0062 , OR EMAIL US : [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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5/16/2007 10:30:59 AM  
USFR Weekly Recap - May 12-13, 2007  
by

## **THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:**

**Episode #1761**  
**May 12-13, 2007**

**CROP REPORT** : THE USDA RELEASED NEW NUMBERS SHOWING SUPPLY AND DEMAND ESTIMATES FOR MAJOR CROPS ON FRIDAY. ALTHOUGH THE ESTIMATES WERE CLOSE TO AVERAGE TRADE EXPECTATIONS, THE UNUSUALLY WIDE RANGE OF PRE-REPORT GUESSES SIGNALS A GROWING UNCERTAINTY AMONG MARKET WATCHERS ABOUT BOTH PRODUCTION AND USAGE. THE REPORT CONTAINED THE HIGHLY ANTICIPATED FIRST OUTLOOK NUMBERS FOR 2007-2008, AND DEMONSTRATED THAT EVEN WITH LARGE ACREAGE SHIFTS TO CORN, PRODUCTIONS WILL BARELY MEET DEMAND. COTTON STOCKS WILL DROP ABOUT 1/3 DUE TO LOWER ACREAGE. EXPECTED CARRYOUTS FOR THE 2007 CROP ARE: CORN - 947 MILLION BUSHELLS; SOYBEANS - 320; WHEAT - 470; AND COTTON WILL DROP TO 6.4 MILLION BALES.

**DISASTER AID** : DESPITE A PROMISED PRESIDENTIAL VETO, THE HOUSE GOES AHEAD AND PASSES LEGISLATION CONTAINING \$3 ½ BILLION IN DISASTER AID FOR AGRICULTURE. BY A VOTE OF 302:120, SUPPORTERS SAY THE MONEY IS NEEDED TO COVER CROP AND LIVESTOCK LOSSES DATING ALL THE WAY BACK TO 2005. FOR ITS PART, THE WHITE HOUSE SAYS THE ADDITIONAL AID IS NOT NEEDED BECAUSE A SUFFICIENT SAFETY NET IS ALREADY IN PLACE

**E-85 PUMPS** : IN WASHINGTON THE SENATE COMMERCE COMMITTEE THROWS ITS SUPPORT BEHIND A PLAN THAT WOULD INCREASE AVAILABILITY OF E-85. SPONSORED BY SEVERAL MID-WESTERN SENATORS, THE PROGRAM WOULD PROVIDE FEDERAL GRANTS OF UP TO \$30 THOUSAND TO HELP GAS STATION OWNERS CONVERT UP TO THREE PUMPS TO THE ETHANOL BLEND. OF THE ROUGHLY 180 THOUSAND GAS STATIONS ACROSS THE COUNTRY, LESS THAN 1% OFFER ALTERNATIVE FUELS.

**ETHANOL IMPACT** : WHILE THE AGGRESSIVE GROWTH OF THE BIO-FUELS INDUSTRY IS CERTAINLY CREATING NEW PROFIT OPPORTUNITIES FOR GROWERS, IT COULD ALSO CREATE SOME NEW CHALLENGES. JEANNE BERNICK IS THE CROPS AND ISSUES EDITOR FOR FARM JOURNAL MAGAZINE.

**ROUND-TABLE** : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH BOB UTTERBACK, A FARM JOURNAL ECONOMIST AND BRIAN BASTING OF ADVANCE TRADING.

**JOHN'S WORLD** : FARMERS ARE SOME OF THE FEW PEOPLE IN THE WORLD WHO CAN SENSE THE DIFFERENCE BETWEEN 5.5 MPH AND 6. THANKS TO KEN FERRIE'S NAGGING, I HAVE SLOWED DOWN MY CORN PLANTING SPEED TO HIS RECOMMENDED 5.5 MPH. IT SEEMED SLOW AT FIRST, BUT WE GOT DONE. BEANS ARE LESS SENSITIVE TO SPACING AND SO I NUDGED THE THROTTLE UP A LITTLE. WOW – THE WORLD JUST SEEMED TO FLY BY AT FIRST. AND THEN WHEN I CLIMB INTO MY SPRAYER AND HIT NASCAR-TYPE VELOCITIES OF 15-16 MPH, I ALMOST NEED OXYGEN. THE SENSATION OF SPEED IS EASILY ACCLIMATIZED BY OUR BRAINS. THIS IS ESPECIALLY TRUE WHEN THE VEHICLE IS QUIET AND SMOOTH. PASSENGERS ON HIGH SPEED TRAINS WALK EASILY AS THE SENSATION OF 200 MPH IS MASKED BY SUSPENSIONS AND INSULATION. BUT IF YOU STAND NEXT TO A BUSY HIGHWAY OR RAILROAD TRACK, THE EFFECT IS AS PROFOUND IN THE OPPOSITE WAY . I GOT OUT TO CHECK A TIE-DOWN AS I WAS WAITING FOR A TRAIN TO PASS, AND POWER OF ALL THAT STEEL TRAVELING 70 MPH A FEW FEET FROM ME WAS VERY REAL. WITH THAT IN MIND, I WONDER THAT CONSTRUCTION CREWS CAN WORK AS CLOSE TO TRAFFIC AS THEY DO. AND I WONDER IF WE ALL TOOK A TURN AS A FLAGGER IF WE WOULDN'T HAVE FEWER NEEDLESS ROAD CONSTRUCTION FATALITIES. I ALWAYS TRY TO REMEMBER OUR BODIES WERE DESIGNED FOR A MAXIMUM OF ABOUT 20 MPH, AND EXCEEDING SPECIFICATIONS VOIDS OUR WARRANTY. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**KANSAS TORNADO** : MOTHER NATURE ONCE AGAIN TAKES AIM AT FARM COUNTRY, WITH A DEADLY TORNADO AND DEVASTATING FLOODS HITTING THE HEARTLAND THIS WEEK. WE BEGIN IN GREENSBURG KANSAS , A FARM COMMUNITY HIT BY A TORNADO REPORTED TO BE A MILE WIDE. IN ALL, 12 PEOPLE WERE KILLED, WHILE DOZENS OF HOMES AND BUSINESSES WERE DESTROYED. DURING A VISIT TO THE AREA THIS WEEK, PRESIDENT BUSH TOURED A DECIMATED JOHN DEERE DEALERSHIP, ONE OF THE BIGGEST EMPLOYERS IN TOWN. WHILE THE REGION HAS ALREADY BEEN DECLARED A FEDERAL DISASTER AREA, THE NATIONAL EQUIPMENT DEALERS FOUNDATION IS ACCEPTING DONATIONS ON BEHALF OF EMPLOYEES WHO LOST THEIR HOMES IN THE STORM. TO MAKE A DONATION, YOU CAN VISIT THEIR WEBSITE – [WWW.NAEDA.COM](http://WWW.NAEDA.COM). WE'LL PUT A LINK ON OUR WEBSITE.

**MISSOURI FLOODING** : THE SAME STORM SYSTEM THAT DEVASTATED GREENSBURG IS ALSO RESPONSIBLE FOR FLOODING IN THE SHOW-ME STATE . IN DOZENS OF COMMUNITIES ALONG THE MISSOURI RIVER , VOLUNTEERS CAME OUT IN FORCE THIS WEEK, FILLING SANDBAGS IN THE HOPES OF HOLDING BACK THE RISING WATER. PARTS OF MISSOURI , IOWA AND KANSAS RECEIVED AS MUCH AS 8 INCHES OF RAIN OVER A 24 HOUR PERIOD.

**VERASUN PROFITS** : THE NATION'S SECOND-LARGEST ETHANOL PRODUCER REPORTS IT LOST A BIT MORE THAN \$300 THOUSAND IN THE FIRST QUARTER. WHY? OFFICIALS WITH VERASUN ENERGY BLAME THE RISING COST OF CORN ALONG WITH START-UP COSTS TIED TO A NEW PRODUCTION FACILITY IN CHARLES CITY , IOWA . VERASUN CHAIRMAN AND CEO DONALD ENDRES CREDITS AMERICAN GROWERS FOR PLANTING WHAT'S EXPECTED TO BE MORE THAN 90 MILLION ACRES TO CORN THIS YEAR...UP 12 MILLION FROM 2006. HE SAYS THE COMPANY REMAINS CONFIDENT THERE WILL BE AN ADEQUATE SUPPLY OF CORN TO FUEL GROWTH OF ETHANOL PRODUCTION IN THE MONTHS AHEAD.

**FOOD PRICES – CORN** : WHILE THE NATION'S CORN GROWERS ARE ENJOYING A BULL MARKET FOR THEIR PRODUCT, THE IMPACT ON CONSUMERS IS STILL BEING MEASURED. FOR ITS PART, THE USDA SAYS THE STRONG PRICE OF CORN COULD BUMP OVERALL FOOD PRICES AS MUCH AS 5% THIS YEARS. BUT AS AG SECRETARY MIKE JOHANNIS SEES IT, IT'S ONLY PART OF THE OVERALL EQUATION.

**GAS PRICE HIKE** : IT'S SHAPING UP TO BE ANOTHER PAINFUL SUMMER AT THE PUMP AS NEW NUMBERS INDICATE GAS PRICES ARE HEADING HIGHER. THE ENERGY INFORMATION ADMINISTRATION NOW SAYS THE AVERAGE PRICE FOR A GALLON OF GAS WILL HIT \$2.95 THIS SUMMER – UP 11 CENTS FROM LAST SUMMER. GAS PRICES ARE EXPECTED TO PEAK THIS MONTH – AND AGAIN IN AUGUST.

**SPIRIT OF THE HEARTLAND – GRIEF QUILTS** : THE LOSS OF A LOVED ONE IS DIFFICULT FOR ALL OF US TO PROCESS, AND FOR CHILDREN IT'S AN EVEN MORE DIFFICULT TASK. WITH THAT IN MIND, A NURSE IN OHIO HAS COME UP WITH A PROGRAM THAT PROVIDES COMFORT FOR GRIEVING CHILDREN, AND ENSURES MEMORIES ARE PRESERVED. CLARK POWELL HAS OUR STORY IN THIS REPORT FROM THE OHIO STATE UNIVERSITY MEDICAL CENTER . FOR MORE INFORMATION, VISIT [WWW.MEDICALCENTER.OSU.EDU](http://WWW.MEDICALCENTER.OSU.EDU).

**SKIN CANCER** : WITH FIELD WORK WELL UNDERWAY IN ALL CORNERS OF FARM COUNTRY, IT'S AN IDEAL TIME TO REMIND THOSE WHO WORK OUTDOORS ABOUT THE DANGERS OF GETTING TOO MUCH SUN. FIGURES DON'T LIE – AND THEY SHOW FARMERS AND RANCHERS ARE AT A GREATER RISK OF GETTING SKIN CANCER THAN THE GENERAL POPULATION AND THE NUMBERS ARE ESCALATING. IN 1935, THE RISK OF DEVELOPING MELANOMA WAS ESTIMATED TO BE ON IN FIFTEEN HUNDRED. THIS YEAR, MILLIONS OF CASES WILL BE DIAGNOSED AND THOUSANDS WILL DIE FROM A VERY AVOIDABLE SITUATION. BUT AS SCOTT KINRADE REPORTS; A SKIN-FRIENDLY LIGHT MIGHT BE SHINING AT THE END OF THE TUNNEL.

**TRACTOR TALES** : TRACTOR TALES THIS WEEK FEATURES AN INDIANA COLLECTOR WHO'D DOING HIS BEST TO MAKE SURE AN OLD FARM-ALL STAYS TRUE TO ITS HERITAGE.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE SPRING LAKE CHRISTIAN REFORMED CHURCH IN SOUTHWESTERN MICHIGAN AS WE HELP THEM CELEBRATE 125 YEARS OF MINISTRY THIS WEEKEND. OUR THANKS TO BILL AND ARLENE WEIRENGA FOR SENDING US THE INFORMATION AND PHOTOS. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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USFR Weekly Recap - May 19-20, 2007  
by

## **THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:**

**Episode #1762**

**May 19-20, 2007**

**PLANTING UPDATE :** THE MIDDLE OF MAY IS A PRIME SEASON FOR PLANTING IN MANY PARTS OF FARM COUNTRY, AND THE LATEST NUMBERS FROM THE GOVERNMENT SHOW SIGNIFICANT PROGRESS. AS OF LAST WEEKEND, THE AG DEPARTMENT REPORTS 78% OF THE CROP HAD BEEN PLANTED – SLIGHTLY BEHIND LAST YEAR’S PACE. FOR SOYBEANS, 32% OF THE CROP IS IN THE GROUND – SLIGHTLY AHEAD OF THE FIVE-YEAR AVERAGE. AND FOR COTTON, PLANTINGS HIT 46% - A BIT BEHIND LAST YEAR’S PACE.

**TIME TO SWITCH :** DESPITE SOME FIELDS BEING SATURATED WITH RAIN THIS SPRING, AGRONOMISTS AT IOWA STATE ARE ADVISING FARMERS TO BE PATIENT. BELIEVING IT’S STILL TOO EARLY TO WORRY ABOUT LATE PLANTING, ISU CORN SPECIALIST ROGER ELMORE SAYS THERE’S NO NEED TO THINK ABOUT CHANGING HYBRIDS UNTIL THE END OF THE MONTH. FOR SOYBEANS, NOTED AGRONOMIST PELLE PETERSEN SAYS PLANTING CAN CONTINUE FOR SEVERAL MORE WEEKS WITHOUT ANY PROBLEMS, AND HE ENCOURAGES FARMERS NOT TO SWITCH TO SHORTER-SEASON VARIETIES UNTIL AFTER THE FIRST WEEK OF JUNE.

**WHEAT UPDATE :** IN THE HEARTLAND, 38% OF THE KANSAS WINTER WHEAT CROP IS NOW RATED GOOD TO EXCELLENT. WHILE THESE NUMBERS CONTINUE TO SLIDE, THE STORY IS MUCH BRIGHTER IN THE NORTHWEST. OREGON ’S CROP IS NOW RATED 83% GOOD TO EXCELLENT WHILE IDAHO ’S WHEAT BEATS THEM ALL, COMING IN AT 93% GOOD TO EXCELLENT.

**SWINE - MELAMINE :** SWINE THAT WAS HELD FOR MELAMINE CONTAMINATION HAS NOW BEEN CLEARED BY THE USDA. EARLIER THIS WEEK, FEDERAL REGULATORS SAID TESTING CONFIRMS THAT MEAT FROM SWINE THAT WAS FED PET FOOD SCRAP IS SAFE FOR HUMAN CONSUMPTION. THE FEED HAD TRACES OF THE BANNED-CHEMICAL MELAMINE, WHICH PROMPTED THE USDA TO HOLD 56 THOUSAND SWINE FROM SIX STATES. THE USDA SAYS TESTING CONCLUDED MELAMINE DOES NOT ACCUMULATE IN SWINE AND IS FILTERED OUT THROUGH THE KIDNEYS.

**JAPAN - BEEF RULES :** IT’S ANOTHER ‘NO’ FROM JAPAN AS IT CONTINUES AN ONGOING BATTLE OVER BEEF WITH THE US . DURING A MEETING THIS WEEK WITH AG SECRETARY MIKE JOHANNIS, THE JAPANESE AG MINISTER REJECTED A REQUEST TO DROP IS AGE RESTRICTION ON BEEF IMPORTS. AT THIS TIME, JAPAN WILL ONLY ACCEPT BEEF FROM AMERICAN CATTLE 20 MONTHS OLD OR YOUNGER.

**ROUND-TABLE :** AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH SUE MARTIN OF AG & INVESTMENT SERVICES AND GREG WAGNER OF HORIZON AG STRATEGIES.

**JOHN'S WORLD** : JAN AND I HAD VISITORS FROM DENMARK THIS WEEK ON OUR FARM, AND WE TALKED A LOT ABOUT DIFFERENCES IN FARMING HERE AND THE EU. EUROPE HAS LONG BEEN COMFORTABLE WITH MUCH MORE REGULATION THAN MOST AMERICAN FARMERS WOULD TOLERATE, BUT WE ARE SEEING MANY AREAS WHERE THE US IS RESEMBLING OUR OVERSEAS COUSINS. ONE BIG DIFFERENCE IS THE REQUIREMENT TO BE LICENSED TO FARM IN DENMARK FOR OPERATIONS OVER 25 ACRES. NOR IS THIS LICENSE LIKE A HUNTING PERMIT EITHER – THERE ARE EDUCATIONAL STANDARDS AND WORK EXPERIENCE MINIMUMS. COULD SUCH A SYSTEM BE OF VALUE HERE? I'M NOT SURE. ON ONE HAND, A PROFESSIONAL CERTIFICATION PROGRAM COULD ALLOW DEDICATED PRODUCERS A WAY TO DEMONSTRATE THEIR ABILITIES. HOWEVER, THIS WOULD STRIKE MANY AS ELITIST. MORE TROUBLING TO SOME IS THE IMPACT LICENSING WOULD HAVE ON THE IMAGE OF FARMERS AS INSTINCTIVE, SELF-TAUGHT ARTISANS. A PROFESSIONAL QUALITY TO OUR WORK WOULD ALSO CONFLICT WITH OUR WORK WOULD ALSO CONFLICT WITH OUR FREQUENT APPEALS FOR GOVERNMENT AID WHEN BUSINESS IS BAD FOR SOME REASON. IT'S HARD TO FEEL SORRY FOR A CPA, FOR EXAMPLE. LICENSING FARMERS IS SOMETHING THAT MAY YET OCCUR IN THE US . IF IT DOES, IT WILL BE BECAUSE SKILLED PROFESSIONALS DISCOVER THE MARKET VALUE OF RECOGNIZED COMPETENCE. AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**WRDA PASSES** : WE BEGIN IN WASHINGTON WHERE THE SENATE GIVES ITS GO AHEAD TO A PLAN TO OVERHAUL TRANSPORTATION INFRASTRUCTURE ON THE UPPER MISSISSIPPI AND ILLINOIS RIVERS . BY A VOTE OF 91:4, THE SENATE LATE WEDNESDAY NIGHT APPROVED THE WATER RESOURCES DEVELOPMENT ACT – BETTER KNOWN AS WRDA. ACCORDING TO THE NATIONAL CORN GROWERS ASSOCIATION, WHICH HAS PUSHED HARD FOR PASSAGE THE PAST SEVEN YEARS, THE BILL WOULD FUND \$14 BILLION WORTH OF IMPROVEMENTS, INCLUDING THE EXPANSION OF SEVERAL LOCKS TO 12 HUNDRED FEET. THE BILL NOW HEADS TO A HOUSE-SENATE CONFERENCE COMMITTEE.

**AG JOBS UPDATE** : ALSO IN WASHINGTON , THE WHITE HOUSE AND A COALITION OF SENATORS AGREE ON AN IMMIGRATION PLAN THAT, IF PASSED, WOULD GRANT QUICK LEGAL STATUS TO MILLIONS OF ILLEGAL IMMIGRANTS ALREADY IN THE US . ACCORDING TO AN ASSOCIATED PRESS REPORT, THE PLAN INCLUDES CREATION OF A TEMPORARY WORKER PROGRAM FOR NEW ARRIVALS TO THE US . IN ADDITION, A SEPARATE PROGRAM WOULD COVER AG WORKERS SPECIFICALLY. IT TOOK WEEKS OF CLOSED DOOR NEGOTIATIONS TO COME UP WITH THIS COMPROMISE. THE PLAN IS NOW HEADED TO THE SENATE FLOOR WHERE IT'S EXPECTED TO MEET STIFF RESISTANCE.

**CANCER – TOMATOES** : DESPITE EARLIER REPORTS TO THE CONTRARY, NEW RESEARCH INDICATES TOMATOES MAY NOT BE SUCH A POTENT WEAPON AGAINST PROSTATE CANCER. TOMATOES CONTAIN LYCOPENE, WHICH PREVIOUS STUDIES SUGGESTED COULD REDUCE THE RISK OF PROSTATE CANCER. BUT NOW, A STUDY BY THE NATIONAL CANCER INSTITUTE FINDS MEN WITH INCREASED LEVELS OF LYCOPENE WERE NO LESS LIKELY TO GET PROSTATE CANCER THAN THOSE WITH LOWER LEVELS IN THEIR BLOODSTREAM. WE'LL POST A LINK ON OUR HOMEPAGE FOR MORE DETAILS.

**GRAPES** : A NEW STUDY SHOWS EATING FRESH GRAPES CAN HELP FIGHT OFF DIABETES. ACCORDING TO A STUDY PUBLISHED IN THE JOURNAL OF NUTRITION, SCIENTISTS FOUND THAT WHEN FED TO RODENTS, GRAPES SIGNIFICANTLY CUT BACK ON THE RATE OF DIABETES AMONG THE ANIMALS. RESEARCHERS BELIEVE NATURALLY OCCURRING ANTI-OXIDANTS FOUND IN GRAPES PROVIDES THE HEALTH BENEFIT.

**WELDING UNIVERSITY** : EARLIER THIS YEAR FARM JOURNAL TEAMED UP WITH MILLER ELECTRIC MANUFACTURING FOR THE FIRST-EVER 'WELDING UNIVERSITY'. IT WAS A CHANCE FOR US TO SEE FIRST HAND HOW TECHNOLOGY IS ALLOWING MORE AND MORE FARMERS TO HANDLE THEIR OWN WELDING NEEDS. TO READ ALL ABOUT THE 'WELDING UNIVERSITY', BE SURE TO CHECK OUT THE LATE SPRING EDITION OF FARM JOURNAL MAGAZINE.

**SPIRIT OF THE HEARTLAND – KY COW ESSAY** : MANY OF US 'LIKE' COWS... 'APPRECIATE' COWS... WE UNDERSTAND THEIR IMPORTANCE. BUT DO YOU 'LOVE' COWS? DUSTING WORTHINGTON SURE DID. SO WHEN THE TEENAGER FROM MERCER COUNTY KENTUCKY DIED IN A CAR CRASH SEVEN YEARS AGO, HIS PARENTS WANTED TO HONOR HIS MEMORY AND HIS LOVE OF COWS. IN THIS REPORT FROM THE UNIVERSITY OF KENTUCKY, CAROL SPENCE TELLS US ABOUT A SPECIAL ESSAY CONTEST FOR CHILDREN WHO HAVE THE SAME PASSION AS DUSTIN. THE PRIZE – A COW, OF COURSE. TO LEARN MORE ABOUT THE 'I LOVE COWS' ESSAY CONTEST, HEAD ONLINE TO [WWW.DUSTINWORTHINGTONMEMORIAL.ORG](http://WWW.DUSTINWORTHINGTONMEMORIAL.ORG). WE'LL BE SURE TO POST A LINK ON OUR SITE AS WELL.

**OUTDOORS ON THE FARM** : TIME NOW FOR ANOTHER EDITION OF 'OUTDOORS ON THE FARM', AN ONGOING SERIES SHOWCASING FARMERS AND RANCHERS WHO ARE UTILIZING THEIR LAND FOR MORE THAN JUST PRODUCTION AGRICULTURE. AS YOU CAN IMAGINE, IT'S A TOPIC THAT GENERATES LOTS OF INTEREST...AND LOTS OF QUESTIONS. ALONG WITH BEING THE EDITOR OF PROFARMER, CHIP FLORY IS AN AVID OUTDOORSMAN. HE JOINS US NOW FROM HIS OFFICE IN CEDAR FALLS IOWA FOR SOME INTERESTING Qs&As.

**TRACTOR TALES** : TRACTOR TALES THIS WEEK TAKES US BACK TO 1939...THE YEAR A CLASSIC DEERE MODEL-G CAME OFF THE PRODUCTION LINE. A FLORIDA COLLECTOR JOINS US NOW WITH THE REST OF THE STORY.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS TWO CHURCHES. BANKSTON FORK BAPTIST CHURCH IN HARRISBURG ILLINOIS WILL CELEBRATE 189 YEARS THIS WEEKEND. AND THE FIRST BAPTIST CHURCH OF PONTIAC ILLINOIS CELEBRATES THEIR 150 TH ANNIVERSARY THIS WEEKEND. WE THANK STEVE TURNER AND THOSE WHO SENT IN THE INFORMATION. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US : [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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USFR Weekly Recap - May 26-27, 2007

by

**THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:****Episode #1763****May 26-27, 2007**

**BEEF – CONTROLLED RISK** : WE BEGIN WITH A DOSE OF GOOD NEWS FOR NORTH AMERICAN BEEF PRODUCERS AS THE WORLD ORGANIZATION FOR ANIMAL HEALTH FORMALLY CLASSIFIES BOTH THE US AND CANADA AS 'CONTROLLED RISK COUNTRIES' FOR BSE. MAKING THE ANNOUNCEMENT TUESDAY, AG SECRETARY MIKE JOHANNIS SAYS THE CLASSIFICATION CONFIRMS WHAT HIS DEPARTMENT HAS ALWAYS CONTENDED – US REGULATORY CONTROLS ARE EFFECTIVE, AND THAT FRESH US BEEF FROM CATTLE OF ALL AGES CAN BE SAFELY TRADED. THE AG SECRETARY SAY THE US WILL URGE TRADING PARTNERS TO REOPEN EXPORT MARKETS TO THE FULL SPECTRUM OF AMERICAN CATTLE AND BEEF PRODUCTS.

**MILK PRODUCTION** : THE NATION'S DAIRYMEN ARE HAVING A VERY PRODUCTIVE YEAR. ACCORDING TO THE USDA, MILK PRODUCTION CLIMBED MORE THAN 1 ½ % IN APRIL, WHILE THE NUMBER OF DAIRY COWS IN THE TOP 23 STATES WAS UP NEARLY 40 THOUSAND FROM A YEAR AGO. LEADING THE WAY WAS MICHIGAN , WHICH SAW PRODUCTION JUMP NEARLY 6%, AND CALIFORNIA WHICH REPORTS 13 THOUSAND ADDITIONAL COWS ARE NOW CALLING THE GOLDEN STATE HOME.

**RUST WATCH** : GROWERS IN THE HEART OF THE CORN BELT MAY BE AT GREATER RISK FOR DEVELOPING SOYBEAN RUST THIS YEAR. COMPARED TO A YEAR AGO, CROP WATCHERS NOTE RUST WAS DISCOVERED 53 DAYS EARLIER ON KUDZU IN SOUTHERN LOUISIANA . THIS IS NOT GOOD NEWS FOR GROWERS FURTHER NORTH BECAUSE IT EXTENDS THE WINDOW OF TIME FOR RUST TO DEVELOP THROUGHOUT THE REGION. LAST YEAR IN INDIANA , RUST DIDN'T APPEAR UNTIL OCTOBER – TOO LATE TO DAMAGE THE CORP. SOYBEAN PLANTS ARE MOST VULNERABLE IN THE FLOWERING STAGE, WHICH USUALLY OCCURS IN LATE JUNE AND EARLY JULY.

**CBOT – CME UPDATE** : AN EFFORT IS UNDERWAY TO HALT A PROPOSED MARRIAGE OF THE CHICAGO BOARD OF TRADE AND THE CHICAGO MERCANTILE EXCHANGE. AT THIS TIME, SHAREHOLDERS ARE SCHEDULED TO VOTE JULY 9 TH ON THE PROPOSED MERGER, BUT SOME OF THE CBOT SHAREHOLDERS ARE SEEKING A FEDERAL COURT INJUNCTION TO BLOCK THE DEAL. PUBLISHED REPORTS INDICATE THEY ARE UPSET THE CBOT BOARD DID NOT ACCEPT A HIGHER OFFER FROM INTERCONTINENTAL EXCHANGE.

**ROUND-TABLE** : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH JOHN GRIFFIN OF THE INDY RACING LEAGUE, ANDY MILLER, INDIANA DIRECTOR OF AGRICULTURE AND JIM BOWER OF BOWER TRADING.

**JOHN'S WORLD** : AS ALWAYS, WE'D LIKE TO KNOW WHAT YOU THINK ABOUT THIS OR ANY OTHER ISSUE. SEND YOUR COMMENTS VIA EMAIL TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM), OR CALL TOLL FREE 1.800.792.4329.

**INDY - ETHANOL** : THE ETHANOL REVOLUTION COMES FULL CIRCLE AT THE GREATEST SPECTACLE IN RACING – THE INDIANAPOLIS 500. FOR THE FIRST TIME, ALL 33 CARS IN THE LINE-UP FOR SUNDAY'S RACE WILL USE 100% ETHANOL. TRADITIONAL GASOLINE HASN'T BEEN USED IN INDY SINCE THE MID 1960s. SINCE THAT TIME, METHANOL HAS BEEN THE FUEL OF CHOICE. THE SWITCH TO ETHANOL WAS DRIVEN BY A NUMBER OF FACTORS: MOST NOTABLY THE FACT THAT IT IMPROVES MILEAGE BY UP TO 30% COMPARED TO METHANOL, ALLOWING FOR SMALLER FUEL TANKS. THE INDY 500 HAS BEEN RUN ON MEMORIAL DAY WEEKEND SINCE 1911 AND IS THE OLDEST AUTO RACE IN THE US .

**GAS PRICES** : JUST IN TIME FOR MEMORIAL DAY WEEKEND, GAS PRICES CONTINUE TO HIT RECORD HIGHS. AS OF LAST WEEKEND, THE LUNDBERG SURVEY REPORTS THE AVERAGE PRICE OF GAS IN THE US CLIMBED TO \$3.18/GALLON; UP 11 CENTS IN JUST A COUPLE OF WEEKS. THAT SAID, IT SEEMS DRIVERS ARE NOT WILLING TO CHANGE THEIR HABITS. ACCORDING TO TRIPLE-A, A RECORD NUMBER OF PEOPLE WILL THE ROAD THIS HOLIDAY WEEKEND.

**PURDUE – ROAD SAFETY** : WITH FIELDWORK HAPPENING IN ALL CORNERS OF FARM COUNTRY, THIS IS A TIME OF YEAR WHEN SERIOUS ACCIDENTS, UNFORTUNATELY, ARE NOT UNCOMMON IN RURAL AMERICA . WITH THAT IN MIND, EXTENSION SAFETY SPECIALISTS ARE URGING DRIVERS TO BE AWARE OF SLOW-MOVING VEHICLES. IN THE HOOSIER STATE , A COALITION CONSISTING OF PURDUE EXTENSION, THE INDIANA FARM BUREAU AND STATE POLICE HAVE PRODUCED 'WE ALL SHARE THE ROAD'...A VIDEO ON THE HAZARDS FARMERS AND OTHER DRIVERS FACE. FOR MORE INFO, OR A COPY OF THE VIDEO, CONTACT THE PURDUE EXTENSION AT 888.EXT.INFO.

**HURRICANE FORECAST** : THE 2007 HURRICANE SEASON KICKS OFF IN JUST A COUPLE OF WEEKS, AND FEDERAL FORECASTERS BELIEVE IT COULD BE A VERY ACTIVE ONE. ACCORDING TO A REPORT RELEASED BY THE NOAA THIS WEEK, THERE'S A 75% CHANCE THE ATLANTIC HURRICANE SEASON WILL BE ABOVE NORMAL IN THE MONTHS AHEAD. IN ALL, NOAA IS PREDICTING UP TO 17 'NAMED' STORMS, WITH AS MANY AS 10 EVOLVING INTO FULL-SCALE HURRICANES. THE SEASON OFFICIALLY RUNS FROM THE FIRST OF JUNE THROUGH THE END OF NOVEMBER.

**SPIRIT OF THE HEARTLAND – VA AG MUSEUM** : IT WILL BE A SUMMER TO CELEBRATE IN VIRGINIA AS THAT STATE RECOGNIZES THE 400 TH ANNIVERSARY OF THE FOUNDING OF JAMESTOWN . BUT IF YOU LIKE YOUR HISTORY A BIT MORE FARM-FOCUSED, ALL YOU HAVE TO DO IS HOP ACROSS THE JAMES RIVER AND VISIT THE CHIPPOKES FARM AND FORESTRY MUSEUM . IN THIS REPORT FROM THE VIRGINIA FARM BUREAU, NORM HYDE TAKES US FOR A TOUR.

**SYNGENTA FLY-IN** : AS AG APPLICATORS PREPARE THEIR PLANES FOR ANOTHER SEASON OF SPRAYING, THEY WERE REMINDED ONCE AGAIN THIS WEEK JUST HOW DANGEROUS THEIR PROFESSION CAN BE. A PILOT SPRAYING WHEAT IN SOUGH DAKOTA WAS KILLED WHEN HIS PLANE HIT POWER LINES AND CRASHED... WITNESSES SAY IT WAS RAINING AT THE TIME OF THE ACCIDENT. IN AN EFFORT TO PREVENT SUCH TRAGEDIES, A PROGRAM SPONSORED BY SYNGENTA HELPS PILOTS FINE-TUNE

THEIR EQUIPMENT. AL PELL GOT A CHANCE TO WITNESS 'OPERATION SAFE' IN ACTION.

**TRACTOR TALES :** TRACTOR TALES THIS WEEK FEATURES A MASSEY HARRIS MACHINE THAT WAS ONLY IN PRODUCTION FOR TWO SHORT YEARS.

**COUNTRY CHURCH SALUTE :** OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS BETHLEHEM UNITED CHURCH OF CHRIST IN SUTTER ILLINOIS AS THEY CELEBRATE THE 150 TH ANNIVERSARY OF THEIR FOUNDING. WE THANK MICHELLE SHAFER FOR SHARING HER CHURCH WITH US THIS MORNING. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

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USFR Weekly Recap - June 2-3, 2007  
by

## **THIS WEEK ON U-S FARM REPORT...TOWN & COUNTRY LIVING:**

**Episode #1764**

**June 2-3, 2007**

**MONSANTO DEAL :** THE JUSTICE DEPARTMENT GIVES TENTATIVE APPROVAL TO MONSANTO TO BUY DELTA AND PINE LAND COMPANY FOR \$1 ½ BILLION. BASED IN MISSISSIPPI, DELTA AND PINE LAND IS A LEADING PRODUCER OF COTTONSEED. AS PART OF THE AGREEMENT WITH THE JUSTICE DEPARTMENT, MONSANTO MUST SELL ITS STONEVILLE PEDIGREED SEED COMPANY TO BAYER CROP-SCIENCE FOR \$310 MILLION, ALONG WITH ITS 'NEX-GEN' COTTON SEED BRAND TO AMERICOT. MONSANTO CHAIRMAN AND CEO HUGH GRANT SAYS THE DEAL WILL HELP MONSANTO 'FACILITATE GREATER INNOVATION WITHIN THE COTTON INDUSTRY' BY ACCELERATING A NUMBER OF PRODUCTS TO COTTON GROWERS.

**RURAL PRESERVATION :** US SENATORS BYRON DORGAN OF NORTH DAKOTA AND IOWA'S CHUCK GRASSLEY HAVE INTRODUCED LEGISLATION TO CLOSE LOOPHOLES IN THE FARM PROGRAM WHICH ALLOWS SOME MEGA-FARMS AND CORPORATE FARMS TO COLLECT SEVEN FIGURE GOVERNMENT CHECKS EACH YEAR. THE RURAL AMERICA PRESERVATION ACT WOULD SET A \$250 THOUSAND LIMIT FOR FARM PAYMENT IN AN ATTEMPT TO BETTER TARGET FARM PROGRAM PAYMENTS TO FAMILY FARMS. GRASSLEY SAYS WHEN 10% OF THE NATION'S FARMERS RECEIVE 72% OF THE PAYMENTS, IT ERODES PUBLIC CONFIDENCE IN FEDERAL FARM PROGRAMS. DORGAN SAYS IT IS UNFAIR TO FAMILY FARMERS AND THE AMERICAN TAXPAYER THAT THE GOVERNMENT IS AWARDDING SEVEN FIGURE YEARLY PAYMENTS TO CORPORATE MEGA-FARMS.

**CUBA TRADE :** CUBAN OFFICIALS HAVE ANNOUNCED PLANS TO BUY MORE THAN \$118 MILLION IN US FOOD PRODUCTS. ACCORDING TO AN ASSOCIATED PRESS REPORT, CUBA WILL BUY PORK, CHICKEN, SOYBEANS, AND TOMATOES – EVEN A SHIPMENT OF CANNED LUNCHEON MEAT 'SPAM'. A 45-YEAR-OLD EMBARGO BETWEEN THE US AND CUBA CONTINUES, BUT US FOOD AND AG PRODUCTS HAVE BEEN ALLOWED TO BE SOLD TO THE COMMUNIST ISLAND NATION SINCE 2000. CUBA PURCHASED \$570 MILLION WORTH OF US AG PRODUCTS LAST YEAR.

**ROUND-TABLE :** AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH BOB UTTERBACK, FARM JOURNAL ECONOMIST AND MIKE FLOREZ OF FLOREZ TRADING.

**MELAMINE :** FEDERAL INVESTIGATORS SAY A US MAKER OF LIVESTOCK FEED MAY HAVE USED MELAMINE IN ITS PRODUCTS – EVEN THOUGH IT'S BANNED IN THIS COUNTRY. FOR MONTHS WE'VE HEARD ABOUT THE MELAMINE CONTAMINATION IN WHEAT FLOUR MADE IN CHINA, BUT THIS IS THE FIRST INDICATION THAT A US COMPANY WAS USING MELAMINE AS AN INGREDIENT IN ANIMAL FOOD. FDA

OFFICIALS SAY THEIR DEPARTMENT'S INVESTIGATION LED THEM TO AN OHIO COMPANY CALLED TEMBEC BTL WHICH SOLD MELAMINE- BINDING PRODUCTS TO ANOTHER FEED SUPPLEMENT COMPANY -- UNISCOPE. COLORADO-BASED UNISCOPE MAKES PELLETED FEED FOR CATTLE, SHEEP, GOATS, FISH AND SHRIMP. BOTH COMPANIES HAVE NOW ISSUED A VOLUNTARY RECALL, AND THE FDA REITERATES THERE IS NO RISK TO HUMANS.

**CHINA PORK WATCH :** A MYSTERY VIRUS IS KILLING MILLIONS OF PIGS IN SOUTHERN CHINA AND IS RESPONSIBLE FOR SKYROCKETING PRICES OF THE POPULAR MEAT. ACCORDING TO AN AUSTRALIAN NEWSPAPER , CHINA 'S LEADERS ARE TRYING TO EASE PUBLIC FEAR OVER THE SHARP INCREASE IN PRICES. THE SYDNEY MORNING HERALD SAYS THE PRICE OF PORK -- THE COUNTRY'S MOST POPULAR MEAT STAPLE -- HAS DOUBLED SINCE MARCH. CHINA MAY DIP INTO ITS FROZEN PORK RESERVES TO STABILIZE THE INDUSTRY.

**GREEN GIANT :** A COUPLE OF POPULAR CARTOON CHARACTERS ARE TEAMING UP TO MAKE SURE CHILDREN ARE EATING MORE VEGETABLES. NICKELODEON'S POPULAR 'SPONGE BOB' CHARACTER AND GENERAL MILLS' 'JOLLY GREEN GIANT' WILL PUT SOME OF ITS MOST POPULAR CHARACTERS ON PACKAGES OF FROZEN AND CANNED VEGETABLES. THE PRODUCTS SHOULD ARRIVE ON STORE SHELVES IN SEPTEMBER.

**INDY ETHANOL :** THE 91 ST RUNNING OF THE INDIANAPOLIS 500 IS IN THE BOOKS. WHILE DARIO FRANCHITTI GRABBED THE CHECKERED FLAG, THE BIGGEST WINNER OF THE DAY JUST MIGHT HAVE BEEN THE RENEWABLE FUELS INDUSTRY. WHY? BECAUSE FOR THE FIRST TIME IN ITS ILLUSTRIOUS HISTORY, THIS GREAT RACE WAS POWERED ENTIRELY BY ETHANOL. AGRI-BUSINESS DIRECTOR AL PELL JOINS US FROM INDY WITH REACTION.

**SPIRIT OF THE HEARTLAND -- HORSE TRAINERS :** IT CAN TAKE MONTHS TO BREAK AND TRAIN A HORSE, AN EXPERIENCE I MOST CERTAINLY AVOID. BUT FOR SOME OF THE BEST IN THE BUSINESS, IT'S A PROCESS THAT CAN BE COMPLETED OVER A LONG WEEKEND. THIS MORNING WE TAKE YOU TO A 'TRAINERS CHALLENGE' HELD NORTH OF THE BORDER. TINO MAKRIS FROM OUR NEWS GATHERING PARTNER CHTV IN ALBERTA HAS THE STORY. FOR MORE INFO, HEAD TO [WWW.MANEVENTEXPO.COM](http://www.maneventexpo.com).

**BIRD FLU THERAPY :** WE HAVE A PROMISING UPDATE IN THE BATTLE AGAINST THE BIRD FLU. ACCORDING TO THE ASSOCIATED PRESS, BLOOD TAKEN FROM BIRD FLU SURVIVORS JUST MIGHT CONTAIN POTENT PROTECTION. SCIENTISTS ISOLATED IMMUNE-SYSTEM MOLECULES FROM THE INFECTED SAMPLES AND CREATED AN ANTIBODY THAT COULD EVENTUALLY TREAT OR PREVENT THE DEADLY H5N1 STRAIN. AT THIS TIME, THIS STRAIN IS CONSIDERED TO BE THE WORLD'S BIGGEST PANDEMIC THREAT. H5N1 IS SPREAD PRIMARILY BY DOMESTIC POULTRY AND IS PASSED EASILY BETWEEN BIRDS. HUMANS WHO HAVE CONTRACTED THE VIRUS HAVE TYPICALLY CAUGHT IT FROM INFECTED CHICKENS. WE'LL BE SURE TO POST A LINK ON OUR HOME PAGE WITH MORE DETAILS ON THIS POTENTIALLY GROUND-BREAKING RESEARCH.

**AG & ARTHRITIS :** ALONG WITH EVERY DAY DANGERS PRESENTED BY LIFE ON THE FARM, THERE ARE OTHER AG-SPECIFIC AILMENTS NOT AS WELL DOCUMENTED. ONE SUCH CONDITION -- ARTHRITIS. WITH THAT IN MIND, THE PURDUE EXTENSION HAS PARTNERED WITH ARTHRITIS FOUNDATION TO PUT TOGETHER A TOOL TO HELP PRODUCERS AVOID A LIFE OF PAIN.

**TRACTOR TALES** : THIS WEEK WE FEATURE A MACHINE THAT WAS BUILT WAY BACK IN THE 1920s.

**COUNTRY CHURCH SALUTE** : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE METHODIST EPISCOPAL CHURCH OF ALEDO ILLINOIS, BORN LITERALLY IN A BARN IN THE SPRING OF 1857. CONGRATULATIONS TO THE ALEDO UNITED METHODIST ON ITS SESQUICENTENNIAL THIS SUMMER. WE THANK D. JAMES RUNYON FOR SENDING IN THE INFORMATION AND THE PICTURES. AS ALWAYS, WE'D LIKE TO LEARN MORE ABOUT YOUR HOME CHURCH AS WELL SALUTES CAN BE SENT TO PO BOX 1062, SOUTH BEND, IN, 46624-0062, OR EMAIL US: [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM).

**VIEWER MAIL** : TIME NOW FOR OUR WEEKLY PEEK INSIDE THE OLD FARM REPORT MAILBAG FULL OF QUESTIONS AND COMMENTS FROM OUR VIEWERS. PLEASE LET US KNOW WHAT YOU THINK. FEEL FREE TO CONTACT US DIRECTLY SEND EMAILS TO [INFO@USFARMREPORT.COM](mailto:INFO@USFARMREPORT.COM) OR CALL US TOLL FREE AT 800.792.4329.

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