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USFR Weekly Recap - June 9-10, 2007
by

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

Episode #1765

June 9-10, 2007

LAND VALUES : FARMLAND VALUES CONTINUE TO SURGE THROUGHOUT THE MIDWEST . THE CHICAGO FEDERAL RESERVE BANK SAYS ON THE AVERAGE, THE VALUES ROSE 10% OVER THE PAST YEAR...THEIR ENDED MARCH ENDED ON MARCH 31 ST. STATE BY STATE, VALUES ROSE 7% IN ILLINOIS; 8% IN WISCONSIN; 10% IN INDIANA AND A WHOPPING 16% IN IOWA. ACCORDING TO OUR REPORTING PARTNER, LANDOWNER NEWSLETTER, THE BOOST IS CAUSED BY STRONG PRICES FOR CORN AND SOYBEANS, AND THE EXPECTATION THOSE LEVELS WILL CONTINUE. THE FED SURVEYED LENDERS THROUGHOUT THE MIDWEST TO COME UP WITH THEIR TALLY.

EXPORT UPDATE : THE EXPORT PICTURE FOR AMERICAN AGRICULTURE REMAINS BRIGHT. ACCORDING TO THE USDA, THE AG EXPORT FORECAST FOR THE 2007 FISCAL YEAR NOW STANDS \$77 ½ BILLION...THE SECOND-HIGHEST ON RECORD. WHILE COTTON, CORN AND BEEF FACE STIFF GLOBAL COMPETITION, AMERICAN WHEAT EXPORTS ARE BENEFITING FROM REDUCED COMPETITION FROM CANADA AND THE EUROPEAN UNION .

BEEF BAN - INDONESIA : SOME GOOD NEWS FOR US CATTLEMEN AS INDONESIA ANNOUNCES IT WILL LIFT AN IMPORT BAN ON AMERICAN BEEF. ACCORDING TO AN AGWEB REPORT, THE BAN WAS LIFTED ONCE IT WAS LEARNED THE US HAD EARNED 'CONTROLLED RISK STATUS' FOR MAD COW DISEASE FROM THE WORLD ORGANIZATION FOR ANIMAL HEALTH.

KOREA BEEF BAN : CALLING IT A SPEED BUMP IN TRADE, THE AG DEPARTMENT BELIEVES SOUTH KOREA 'S LATEST BAN ON AMERICAN BEEF SHOULD BE BRIEF. LATE LAST WEEK, SOUTH KOREA RECEIVED A SHIPMENT OF BEEF THAT INCLUDED RIB BONES, VIOLATING THEIR TRADE POLICIES. THE USDA SAYS IT'S INVESTIGATING HOW THE BEEF GOT SHIPPED OVERSEAS.

SENATOR DEATH : A WYOMING LAWMAKER WHO SERVED ON NUMEROUS AG COMMITTEES IS BEING REMEMBERED BY FRIENDS AND CONSTITUENTS. SENATOR CRAIG THOMAS DIED TUESDAY NIGHT FOLLOWING A BATTLE WITH LEUKEMIA. A THREE-TERM REPUBLICAN, THOMAS WAS HEAVILY INVOLVED WITH PUBLIC LAND ISSUES AND RURAL DEVELOPMENT. PRIOR TO COMING TO WASHINGTON , HE WAS AN EXECUTIVE WITH THE WYOMING FARM BUREAU. WYOMING 'S GOVERNOR WILL NAME A SUCCESSOR FROM A LIST OF THREE FINALISTS CHOSEN BY STATE REPUBLICANS.

ROUND-TABLE : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH GREGG HUNT OF FOX INVESTMENTS AND MARK GOLD OF TOP THIRD AG INVESTMENTS.

FOOD PRICE SPIKE : ALONG WITH RECORD-SETTING PRICES AT THE PUMP, A TRIP TO THE GROCERY STORE IS GETTING MORE EXPENSIVE. ACCORDING TO THE DEPARTMENT OF LABOR, FOOD PRICES IN APRIL WERE UP NEARLY 4% OVER A YEAR AGO, COMPARED TO A 2 ½ % BUMP IN THE OVERALL INFLATION RATE. THE PRICE SPIKE CAN BE FOUND IN ALL GROCERY AISLES, WITH BREAD, EGGS, APPLES, BEEF AND LETTUCE SHOWING SIGNIFICANT INCREASES. A FEW ITEMS, SUCH AS BUTTER AND BANANAS, DID DROP A BIT IN PRICE. OVER THE PAST FIVE YEARS, THE PRICE OF FOOD HAS CLIMBED BY MORE THAN 12%. A NUMBER OF FACTORS ARE TO BLAME, INCLUDING INCREASED FUEL COSTS AND RISING DEMAND FOR CORN, THE PRIMARY FEED INGREDIENT FOR CATTLE.

ARKANSAS-CUBA RICE : AN ARKANSAS CONGRESSMAN SAYS RICE PRODUCERS IN HIS STATE WOULD BENEFIT GREATLY IF AND WHEN THE US EVER LIFTS A DECADES-OLD TRADE EMBARGO AGAINST CUBA . REPRESENTATIVE MARION BERRY AND A GROUP OF LAWMAKERS RECENTLY RETURNED FROM A TRADE MEETING ON THE COMMUNIST ISLAND . BERRY SAYS CUBANS CONSUMED 770 THOUSAND TONS OF RICE LAST YEAR. OF THAT, 157 THOUSAND TONS CAME FROM THE US – AND BERRY THINKS IT SHOULD BE MORE. THE EMBARGO WAS ALTERED A BIT IN 2000, ALLOWING AMERICAN AG PRODUCTS TO BE SHIPPED TO CUBA .

FFA – ANIMAL ID : THE AG DEPARTMENT IS LOOKING TO THE FFA TO HELP SPREAD THE WORD ABOUT ITS NATIONAL ANIMAL ID INITIATIVE. THE ORGANIZATION AHS RECEIVED A \$600 THOUSAND GRANT FROM THE USDA TO PROMOTE THE ID PROGRAM AND PREMISE REGISTRATION. AT THIS POINT, SEVENTEEN STATES HAVE MORE THAN 25% OF THEIR PREMISES REGISTERED, WITH THREE STATES – IDAHO , INDIANA AND WISCONSIN – LEADING THE WAY. IN ALL, THE FFA HAS MORE THAN SEVEN THOUSAND CHAPTERS NATIONWIDE.

CARGILL – COKE : CARGILL AND COCA-COLA ARE TEAMING UP TO DEVELOP A NEW CALORIE-FREE SWEETENER. THE SWEETENER, CALLED REBIANA, IS MADE FROM THE LEAVES OF THE STEVIA PLANT, WHICH IS FOUND IN SOUTH AMERICA . WHILE COKE SAYS THE HERB IS NOT APPROVED FOR USE IN THE US , IT IS ALREADY BEING USED IN 12 OTHER COUNTRIES.

MAYO – GINSENG : ONGOING RESEARCH INDICATES A CERTAIN TYPE OF GINSENG COULD CURTAIL A COMMON SIDE-EFFECT OF CANCER. PRELIMINARY STUDIES AT THE MAYO CLINIC SHOW THE WISCONSIN SPECIES OF AMERICAN GINSENG CAN HELP PATIENTS BATTLE FATIGUE DURING TREATMENT. A TRADITIONAL CHINESE MEDICINE, GINSENG IS KNOWN FOR ITS ABILITY TO HELP THE BODY OVERCOME THE EFFECTS OF ENVIRONMENTAL STRESS. WE'LL POST A LINK TO OUR SITE WITH MORE INFORMATION.

HARDEE'S TRANS FAT : ANOTHER MAJOR PLAYER IN THE FAST-FOOD INDUSTRY IS MOVING TO A HEALTHIER COOKING OIL. THE PARENT COMPANY OF THE HARDEE'S AND CARL'S JUNIOR RESTAURANT CHAINS SAYS IT WILL CONVERT TO OMEGA-3 CANOLA OIL BY JANUARY OF NEXT YEAR. THE OIL, PRODUCED BY DOW AGRO-SCIENCES, WILL ELIMINATE TRANS FAT AND REDUCE SATURATED FAT IN FRIED MENU ITEMS.

CARBON CREDITS : PROTECTING THE PLANET IS MOVING TO THE FOREFRONT ON THE MINDS OF OFFICIALS IN MANY NATIONS, AND NOW GROWERS IN NORTH DAKOTA CAN

MAKE SOME MONEY BY DOING THEIR PART. APPROXIMATELY 630 PRODUCERS WILL BE RECEIVING CHECKS THIS WEEK FROM THE NORTH DAKOTA FARMERS UNION FOR KEEPING CARBON DIOXIDE IN THE GROUND. \$2 MILLION IS BEING PROVIDED TO PRODUCERS WHO USE NO-TILL FARMING PRACTICES OR GROW GRASSES TO LIMIT THE RELEASE OF CARBON DIOXIDE. NORTH DAKOTA FARMERS UNION PRESIDENT ROBERT CARLSON SAYS ABOUT 650 TONS OF CARBON DIOXIDE WAS SEQUESTERED UNDER THE STATE PROGRAM LAST YEAR – THE EQUIVALENT OF THE CARBON EMISSIONS FROM MORE THAN 130 THOUSAND CARS.

SPIRIT OF THE HEARTLAND – ROCK COMMANDMENTS : FROM A BURNING BUSH, GOD SPOKE TO MOSES – THE BIBLE TELLS US. THAT SCENE WAS BROUGHT TO THE BIG SCREEN BY CHARLTON HESTON IN THE 1956 MOVIE ‘THE TEN COMMANDMENTS’. JIM LUCE SAYS HE GOT A SPECIAL MESSAGE FOUR YEARS AGO WHILE STANDING IN A GROVE OF TREES. STEVE GRANT FROM AFFILIATE KY-3 TV IN SPRINGFIELD MISSOURI SAYS THAT SPECIAL MESSAGE WAS TO CREATE SOMETHING TO WITHSTAND THE TEST OF TIME AND WEATHER.

KANSAS - FREEZE : AS GROWERS IN HER STATE WORK TO RECOVER FROM A DEVASTATING APRIL FREEZE, KANSAS GOVERNOR KATHLEEN SEBELIUS IS REQUESTING HELP FROM WASHINGTON . IN ALL, DAMAGE TO WHEAT AND ALFALFA CROPS COULD BE FOUND IN 69 COUNTIES ACROSS THE STATE. AS A RESULT, THE GOVERNOR IS REQUESTING A FEDERAL DISASTER DESIGNATION FOR EVERY REGION THAT SUFFERED AT LEAST A 30% CROP LOSS. KANSAS LEADS THE NATION IN WHEAT PRODUCTION AND RANKS 8 TH IN ALFALFA PRODUCTION.

MISSOURI – FREEZE : LIKE MANY STATES , MISSOURI WAS HIT HARD BY A NASTY FREEZE THAT CAME TO TOWN EASTER WEEKEND. AS A RESULT, FRUIT-STANDS IN THE SHOW ME STATE ARE LOOKING ELSEWHERE TO STOCK THEIR SHELVES. ACCORDING TO MISSOURI STATE UNIVERSITY , THE PEACH CROP WAS NEARLY WIPED CLEAN BY THE FREEZE, FORCING FRUIT STAND OWNERS TO IMPORT SUPPLIES FROM AS FAR AWAY AS SOUTH CAROLINA , GEORGIA AND MICHIGAN . OTHER CROPS HIT HARD BY THE FREEZE INCLUDE BLACKBERRIES AND BLUEBERRIES.

KSU – HOUSE PLANTS : DURING THE COLD WINTER MONTHS, WE ALL GET A LITTLE STIR CRAZY. WE’RE ANXIOUS TO GET OUTDOORS AND ENJOY THE WARMER WEATHER. WELL, YA KNOW, YOUR HOUSEPLANTS ARE NO EXCEPTION. SO WHILE YOU ARE PLANTING YOUR GERANIUMS, PETUNIAS AND OTHER OUTDOOR FLOWERS, YOU SHOULD REPOT THOSE INDOOR PLANTS. IN THIS REPORT FROM KANSAS STATE RESEARCH AND EXTENSION, RANDALL KOWALIK HAS SOME TIPS ON GIVING THOSE TIRED PLANTS A NEW START.

TRACTOR TALES : TRACTOR TALES THIS WEEK FEATURES A UNIQUE PIECE OF EQUIPMENT FROM FARMALL. THIS ‘A’ MODEL TRACTOR WAS ORIGINALLY A ONE-SEATER USED TO HARVEST CELERY.

COUNTRY CHURCH SALUTE : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS TWO CHURCHES TO HELP THEM MARK SIGNIFICANT DATES. THE PRESBYTERIAN CHURCH OF GRANDIN NORTH DAKOTA CELEBRATES 125 YEARS IN SERVICE JUNE 24 TH WITH SPECIAL EVENTS, INCLUDING A DINNER AND HYMN SING. A HISTORICAL DISPLAY WILL HELP BRING THE PAST TO LIFE. AND THEN THE FIRST EVANGELICAL LUTHERAN CHURCH IN PECATONICA ILLINOIS CELEBRATES 150 YEARS.

THANKS GO OUT TO EVERYONE WHO SENT IN PICTURES AND INFORMATION ABOUT THEIR CHURCHES. 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.

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USFR Weekly Recap - June 16-17, 2007
by

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

Episode #1766

June 16-17, 2007

CROP REPORT : THE LATEST SUPPLY AND DEMAND REPORT FROM THE USDA WAS DEFINITELY A MARKET MOVER THIS WEEK. RELEASED MONDAY MORNING, THE REPORT PEGS US CARRY-OVER FOR CORN AT 987 MILLION BUSHEL, GOING UP 10 MILLION NEXT YEAR. SOYBEANS WERE UNCHANGED FROM LAST MONTH'S PROJECTIONS OF 610 MILLION BUSHEL, BUT THE EDITORS AT PRO FARMER SAY NEXT YEAR'S CARRYOVER WILL BE RAZOR THIN IF MORE SOYBEAN ACRES ARE NOT PLANTED. WHEAT CARRYOVER IS SITTING AT 417 MILLION BUSHEL, PROJECTED TO BE 443 MILLION THE FOLLOWING YEAR.

WHEAT HARVEST : COMBINES ARE ROLLING IN THE PLAINS AS THE 2007 WINTER WHEAT HARVEST KICKS IN TO HIGH GEAR. AS OF THE END OF LAST WEEKEND, THE AG DEPARTMENT REPORTS 5% OF THE CROP HAD BEEN HARVESTED NATION-WIDE. STATES SEEING STRONG PROGRESS INCLUDE TEXAS AND OKLAHOMA , ALTHOUGH YIELDS ARE SAID TO BE LESS THAN IDEAL. AS ALWAYS, KANSAS WILL BE KEY WHEN IT COMES TO THE OVERALL CROP. HARVEST HAS JUST BEGUN IN THE SOUTHERN PORTIONS OF THE STATE.

MACHINERY SALES : THE MARKET FOR LARGE FARM EQUIPMENT CONTINUES TO SHOW STRENGTH. ACCORDING TO NEW NUMBERS FROM THE ASSOCIATION OF EQUIPMENT MANUFACTURERS, SALES OF FOUR-WHEEL DRIVE TRACTORS JUMPED NEARLY 27% IN MAY COMPARED TO THE YEAR BEFORE, WHILE COMBINE SALES WERE UP 10%. ANALYSTS NOTE FARM EQUIPMENT SALES TEND TO TREND HIGHER INTO JUNE, AND THEN BEGIN TO TAPER OFF.

ALABAMA DROUGHT : FARMERS IN THE SOUTHEAST ARE DESPERATE FOR RAIN AND THE FORECAST SHOWS LITTLE RELIEF. ALABAMA APPEARS TO BE GETTING HIT THE HARDEST. THE US DROUGHT MONITOR NOW CLASSIFIES NORTHERN ALABAMA AS 'EXCEPTIONAL', WHICH IS THE WORST CLASSIFICATION. THE ALABAMA STATE CLIMATOLOGIST CONSIDERS THIS DROUGHT A ONCE-IN-100-YEARS EVENT.

ROUND-TABLE : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH RICHARD BROCK OF BROCK ASSOCIATES AND GREG WAGNER OF HORIZON AG INVESTMENTS.

JOHN'S WORLD : TWO SEEMINGLY UNRELATED ITEMS IN THE NEWS THIS WEEK REMINDED ME WE ARE OPERATING IN A NEW ENVIRONMENT IN AGRICULTURE. THE FIRST WAS THE PUBLISHING OF A MASSIVE LIST OF GOVERNMENT SUBSIDY RECIPIENTS BY INDIVIDUALS. THE ENVIRONMENTAL WORKING GROUP HAS BECOME THE SURPRISING EXPERT IN ANALYZING THIS INFORMATION RELEASED BY THE USDA

AND THE WEBSITE HAS HAD HEAVY TRAFFIC ALL WEEK. THE SECOND IS THE PROMISE BY HOUSE AG LEADER COLLIN PETERSON THAT COUNTRY-OF-ORIGIN LABELING OR 'COOL' WOULD BECOME OPERATIVE IN 2008 AFTER YEARS OF DELAY. AGRICULTURE IS NOT UNANIMOUS IN ITS SUPPORT FOR 'COOL', TO SAY THE LEAST. BOTH OF THESE ITEMS DEMONSTRATE THE NEW TRANSPARENCY BROUGHT ABOUT LARGELY BY THE INTERNET. AS MORE PEOPLE SWITCH TO GETTING THEIR NEWS ONLINE, THERE IS ROOM FOR MORE DETAIL ABOUT EVERYTHING AND EASY WAYS FOR READERS TO FIND IT. PROFESSIONAL SECRETS, WHETHER SHAMEFUL OR NOT, ARE GETTING HARDER TO KEEP. OPERATING IN THE SUNLIGHT OF FULL PUBLIC SCRUTINY IS NOW A GROWING PART OF THE BARGAIN FOR COMMERCE IN THE US AND AGRICULTURE WILL BE INCLUDED. PSYCHOLOGISTS HAVE DOCUMENTED PEOPLE MAKE DIFFERENT MORAL DECISIONS WHEN THEY THINK OTHERS ARE WATCHING. THAT'S WHY I THINK THE NEW TRANSPARENCY WILL NOT, AS CRITICS FEAR, BRING BUSINESS TO A HALT. IT MIGHT MAKE US ALL THINK BEFORE WE ACT, HOWEVER. 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, OR CALL TOLL FREE 1.800.792.4329.

MILK PRICES : AT THIS TIME, THE AVERAGE PRICE OF MILK IS RUNNING JUST OVER \$3/GALLON...A NUMBER ANALYSTS SAY COULD JUMP ANOTHER DOLLAR OR SO IN THE COMING WEEKS. STRONG INTERNATIONAL DEMAND FOR US DAIRY PRODUCTS IS THE PRIMARY REASON FOR THE PRICE INCREASE. AG ECONOMISTS AT THE UNIVERSITY OF MISSOURI PREDICT PRICES WILL PEAK NEXT MONTH, THEN STABILIZE LATER IN THE YEAR.

PORK PRICES : OVERSEAS IN CHINA , IT'S PORK THAT'S CAUSING CONCERN FOR CONSUMERS. ACCORDING TO GOVERNMENT STATISTICS, AN ONGOING SPIKE IN PORK PRICES HELPED PUSH OVERALL FOOD COSTS MORE THAN 8% HIGHER LAST MONTH. AT THE SAME TIME, THE CHINESE CONSUMER PRICE INDEX CLIMBED 3 ½%.

BEEF RECALL : HERE IN THE STATES, A GROUND BEEF RECALL IS EXPANDED TO INCLUDE MORE THAN 5 ½ MILLION POUNDS OF FRESH AND FROZEN MEAT THAT MAY BE CONTAMINATED WITH E. COLI. THE BEEF WAS SOLD IN 11 WESTERN STATES BY UNITED FOOD GROUP. IT WAS PRODUCED FROM APRIL 6 TH – 20 TH. IMPORTANT NOTE: THE PACKAGE INCLUDES AN ESTABLISHMENT NUMBER OF 'EST 1241'. THE COMPANY SAYS THE BEEF IS NO LONGER AVAILABLE IN STORES, BUT IT COULD BE IN CONSUMER'S FREEZERS.

WINE SALES : THE CALIFORNIA WINE INDUSTRY BUILDS ON AN IMPRESSIVE STREAK. ACCORDING TO THE CALIFORNIA FARM BUREAU, WINE SALES FOR THE GOLDEN STATE ARE UP FOR THE 13 TH CONSECUTIVE YEAR. CONSULTANTS SAY MUCH OF THE GROWTH IS IN PREMIUM WINES – THOSE THAT ARE PRICES \$7 A BOTTLE AND HIGHER. CALIFORNIA WINERIES SHIPPED 541 MILLION GALLONS OF WINE LAST YEAR.

POTATOES/PLASTICS : HOW WOULD YOU LIKE YOUR POTATOES SERVED? BAKED, MASHED...OR PLASTIC? THE POTATO INDUSTRY IN THE STATE OF MAINE COULD BECOME THE NEXT PRODUCER OF BIO-PLASTICS. A NEW REPORT FROM THE UNIVERSITY OF MAINE SHOWS THERE IS PLENTY OF AVAILABLE ACREAGE THAT COULD BE PLANTED FOR BIO-PLASTICS AND NOT REDUCE THE CURRENT FOOD CROP. THE RESEARCH WAS DONE FOR A COMPANY BASED IN MAINE CALLED INTERFACE-FABRICS, WHICH ALREADY MAKES FABRICS FROM BIO-BASED MATERIALS. THE COMPANY IS NOW WORKING OUT DETAILS TO BUILD A \$50 MILLION PLANT IN MAINE .

SPIRIT OF THE HEARTLAND – TN TURF FARM : THE PERFECTLY MANICURED LAWN... A BADGE OF HONOR FOR HOMEOWNERS COAST TO COAST. WHILE CONSTANT UPKEEP IS A REQUIREMENT, THE BEST LAWNS START AT THE VERY BEGINNING...MANY SPROUTING FROM TOP-NOTCH TURF. SOD FARMING IS A HUGE BUSINESS IN THE US. IN TENNESSEE ALONE IT'S A \$30 MILLION INDUSTRY, PRODUCING SOME 15 THOUSAND ACRES OF TURF ANNUALLY. IN THIS REPORT FROM THE UNIVERSITY OF TENNESSEE, CHUCK DENNEY TAKES US TO A FARM WHERE THE END PRODUCT COMES IN SEVERAL SHADES OF GREEN.

TOMATO SAFETY : IN AN EFFORT TO IMPROVE THE SAFETY OF THE NATION'S FOOD SUPPLY, THE FOOD AND DRUG ADMINISTRATION IS TEAMING UP WITH AG AGENCIES IN VIRGINIA AND FLORIDA TO LAUNCH A TOMATO SAFETY INITIATIVE. THE PROGRAM WAS DEVELOPED IN RESPONSE TO SALMONELLA OUTBREAKS ASSOCIATED WITH FRESH TOMATOES. THE GOVERNMENT REPORTS MOST OUTBREAKS OVER THE PAST TEN YEARS HAVE BEEN CONNECTED TO VIRGINIA- AND FLORIDA-GROWN TOMATOES. WORKING WITH STATE REGULATORS, THE FDA WILL VISIT VIRGINIA FARMS AND PACKING PLANTS THIS SUMMER TO CHECK ON FOOD SAFETY PRACTICES. SIMILAR STEPS WILL TAKE PLACE IN FLORIDA ONCE ITS SEASON BEGINS.

IOWA – CATFISH : FISHING IS A GREAT WAY TO SPEND A SUMMER DAY, AND IN IOWA, CATFISH ARE THE SPECIES OF CHOICE. TO MAKE SURE THE FISHING IS GOOD, MANY LAKES BENEFIT FROM 'PUT AND GROW' PROGRAMS THAT ENSURE THERE ARE PLENTY OF CATFISH WHEN ANGLERS COME CALLING. IN THIS REPORT FROM THE IOWA DEPARTMENT OF NATURAL RESOURCES, JOE WILKINSON TAKES US THROUGH THE STOCKING PROCESS.

TRACTOR TALES : TRACTOR TALES THIS WEEK FEATURES THE STORY OF A COLLECTOR WHO GREW UP WITH ONE OF HIS VERY FAVORITE MACHINES...AN OLD MCCORMICK HE'S PROUD TO SHOW OFF.

COUNTRY CHURCH SALUTE : WE ARE HAPPY TO HELP THE SHEYENNE LUTHERAN CHURCH IN PEKIN NORTH DAKOTA CELEBRATE THEIR 125 TH ANNIVERSARY OF FOUNDING TODAY ON COUNTRY CHURCH SALUTE. THIS SUNDAY THEY WILL MARK THE OCCASION WITH SPECIAL REMEMBRANCES. OUR THANKS TO JOAN BAKKE FOR SENDING US 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.

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USFR Weekly Recap - June 23-24, 2007
by

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

Episode #1767

June 23-24, 2007

MONSANTO/DPL: A DEAL TEN YEARS IN THE MAKING THAT IMPACTS COTTON COUNTRY. MONSANTO SAYS IT HAS COMPLETED THE SELL-OFF OF ITS STONEVILLE AND NEX-GEN BUSINESSES. NOW, THE AGRI-BUSINESS GIANT WILL BEGIN COMBINING OPERATIONS WITH DELTA AND PINE LAND COMPANY. MONSANTO FIRST TRIED TO BUY DELTA AND PINE LAND IN 1998, BUT COULD NOT GET PAST FEDERAL REGULATORS. MONSANTO PLANS TO KEEP OPERATIONS IN BOTH SCOTT, MISSISSIPPI AND MEMPHIS, TENNESSEE. ALSO AS PART OF THE DEAL, BAYER CROP-SCIENCE HAS COMPLETED THEIR PURCHASE OF STONEVILLE SEED FROM MONSANTO.

KANSAS WHEAT HARVEST: IN OTHER NEWS THIS WEEK-THE START OF THE 2007 WINTER WHEAT HARVEST IS NOT BEING MET WITH GREAT OPTIMISM BY GROWERS IN KANSAS. ACCORDING TO THE LATEST NUMBERS FROM THE STATE AG STATISTICS SERVICE, 37-PERCENT OF THE CROP IS REPORTED TO BE IN POOR TO VERY POOR CONDITION WITH ANOTHER 29-PERCENT RATED JUST FAIR. CROP WATCHERS BLAME THE POOR CONDITIONS ON A WET WINTER AND AN EVEN WETTER SPRING...THIS FOLLOWING SEVEN YEARS OF DROUGHT.

DROUGHT WATCH: WE HEAD SOUTH NOW WHERE AN ONGOING DROUGHT IS TAKING A SERIOUS TOLL ON ALABAMA AGRICULTURE. SENATOR RICHARD SHELBY IS ASKING THE AG DEPARTMENT TO DECLARE DISASTER STATUS FOR EVERY ONE OF THE STATE'S 67-COUNTRIES. ACCORDING TO THE LATEST DROUGHT MONITOR, THE NORTHERN PART OF ALABAMA IN UNDERGOING EXCEPTIONAL DROUGHT AND RAINFALL IS MORE THAN SEVENTEEN INCHES BELOW NORMAL IN SOME AREAS.

AIR QUALITY STUDY: RESEARCH IS UNDERWAY TO MEASURE LEVELS OF GAS AND OTHER AIRBORNE POLLUTANTS GENERATED BY LIVESTOCK OPERATIONS. A TOTAL OF EIGHT UNIVERSITIES ARE TEAMING UP TO STUDY AIR QUALITY AT POULTRY, DAIRY AND SWINE FACILITIES. AT THIS TIME, RESEARCHERS SAY THE E-P-A HAS LITTLE QUANTITATIVE INFORMATION ON THESE EMISSIONS. DIET WILL BE A PRIMARY FOCUS OF THE STUDY...FOR INSTANCE, IF HOGS ARE LIMITED TO CERTAIN FOODS, COULD IT SIGNIFICANTLY REDUCE EMISSIONS?

JOHN'S WORLD: I WENT TO MY HOME OFFICE IN THE MIDDLE OF THE NIGHT TO CHECK THE RADAR-IT'S SOMETHING YOU DO WHEN YOU REALLY NEED RAIN. THE LIGHTS WERE OFF BUT THE DARKNESS WAS STUDDED BY COLORFUL LITTLE DOTS OF LIGHT. I STOPPED AND COUNTED THEM - 27 IN ALL. BLUE LIGHTS ON MY ROUTER, GREEN ON THE COMPUTER, YELLOW ON THE PRINTER, RED ON THE CELL PHONE CHARGER - IT WAS ALMOST LIKE CHRISTMAS DECORATIONS, EXCEPT SANTA CLAUS WASN'T PAYING FOR IT. MEANWHILE, IN THE KITCHEN, DIGITAL CLOCKS BEAMED FROM SEVERAL APPLIANCES. OUT IN MY WORKSHOP, ALL THOSE PORTABLE TOOL BATTERY CHARGERS ARE LIKEWISE ADDING PENNIES A DAY TO MY POWER BILL. AS

ELECTRICITY GET MORE EXPENSIVE, THE USE OF SUCH STANDBY POWER IS A STEALTHY PROBLEM. BY SOME ESTIMATES ALL THOSE LIGHTS AND DIGITAL CLOCKS CONSUME UP TO 5 PERCENT OF THE ELECTRICITY USED IN HOMES. IN JAPAN AND GERMANY THE FIGURE COULD BE AS HIGH AS 15 PERCENT. ONE BIG CULPRIT IS THE INSTANT-ON FEATURE OF SOME TV'S. NEWER TV'S WITH LCD SCREENS USE MUCH LESS STANDBY POWER. IN FACT, NEWER APPLIANCES ARE SLOWLY INCORPORATING BETTER POWER CONSUMPTION TECHNOLOGY. ONE MORE REASON WHY YOU NEED A NEW WIDE-SCREEN TV - RIGHT MEN? SINCE READING ABOUT THIS QUIET ENERGY WASTE, I'VE BEEN TRYING SOME LOW-TECH SOLUTIONS-LIKE SIMPLE TIMERS ON MY FLEET OF BATTERY CHARGERS. BECAUSE NO MATTER HOW MUCH ENERGY WE GENERATE, WE DON'T HAVE ENOUGH TO WASTE. AS ALWAYS, WE WANT TO HEAR FROM YOU. SEND COMMENTS TO "INFO@USFARMREPORT.COM...OR CALL US TOLL FREE...THAT NUMBER IS 800-792-4329.

RISE IN FOOD PRICES: A TRIP TO THE GROCERY STORE THESE DAYS IS BEING MET WITH THE SAME EXPECTATIONS AS A STOP AT THE GAS PUMP-PRICES ARE CLIMBING, AND WILL LIKELY MOVE HIGHER IN THE COMING WEEKS. ACCORDING TO THE U-S-D-A'S ECONOMIC RESEARCH SERVICE, FOOD PRICES ARE EXPECTED TO INCREASE THREE TO FOUR PERCENT THIS YEAR. ECONOMISTS SAY A COMBINATION OF RISING COMMODITY PRICES AND INCREASING FUEL COSTS IS TO BLAME. BARRING A SUDDEN TURN-AROUND, 2007 COULD SEE THE BIGGEST JUMP IN FOOD PRICES IN SEVENTEEN YEARS.

GAS PRICES: MEANWHILE, GAS PRICES ARE BACK BELOW THREE DOLLARS A GALLON. THE LATEST FIGURES FROM TRIPLE-A SAY THE AVERAGE PRICE FOR A GALLON OF UNLEADED GAS IS \$2.99. JUST ABOUT A MONTH AGO IT WAS A RECORD AVERAGE HIGH \$3.24 A GALLON.

CORN PRICES: CONSUMERS AREN'T THE ONLY ONE'S IMPACTED BY THIS RUN-UP IN PRICES. FOR LIVESTOCK PRODUCERS, HIGHER FEED COSTS ARE PUTTING A SQUEEZE ON PROFIT MARGINS THIS YEAR. PRO FARMER WASHINGTON EDITOR ROGER BERNARD SAT DOWN WITH AG SECRETARY MIKE JOHANNIS TO DISCUSS THE ISSUE.

AERIAL FIREFIGHTERS: A COMPANY CALLED AGRI-FLITE DISPATCHED FOUR PLANES TO HELP DOUSE A MASSIVE FIRE AT A WOOD RECYCLING COMPANY NEAR ELKHART, INDIANA. AN AERIAL ASSAULT ON BRUSH OR GRASS FIRES IS COMMON IN THE WEST AND SOUTH...BUT IN THE MIDWEST IT'S QUITE UNIQUE. FIVE HOURS AFTER THE FIRE ERUPTED, FIREFIGHTERS WERE STILL HAVING A DIFFICULT TIME REACHING HOT SPOTS IN THE CENTER OF THE COMPLEX...THAT'S WHEN AGRI-FLITE WAS CONTACTED. THE PILOTS DUMPED AS MUCH AS 600 GALLONS OF WATER DURING EACH PASS.

SPIRIT OF THE HEARTLAND - VA DAIRY INDUSTRY: WHILE STATES SUCH AS WISCONSIN AND CALIFORNIA ARE WELL KNOWN FOR THEIR PRODUCTIVE DAIRY INDUSTRIES, OTHER STATES HAVE THEIR FAIR SHARE OF DAIRY SUCCESS AS WELL. TAKE VIRGINIA FOR EXAMPLE - THE 22ND LARGEST MILK PRODUCING STATE IN THE COUNTRY. IN THIS REPORT FROM THE VIRGINIA FARM BUREAU, SHERRI MCKINNEY SHOW US HOW THERE'S MORE TO THE OLD DOMINION DAIRY INDUSTRY THAN JUST COWS. ACCORDING TO THE MOST RECENT STATISTICS, VIRGINIA IS HOME TO MORE THAN 100-THOUSAND DAIRY COWS THAT PRODUCE NEARLY TWO-BILLION POUNDS OF MILK ANNUALLY. ONE MORE PIECE OF INFORMATION - JUNE IS NATIONAL DAIRY MONTH...TO LEARN MORE, HEAD ONLINE TO "NATIONALDAIRYCOUNCIL.ORG" ...

WE'LL POST A LINK ON OUR HOMEPAGE FOR INSTANT ACCESS.

KOREA BEEF UPDATE: ONGOING EFFORTS TO REBUILD U-S BEEF TRADE IN ASIA CONTINUE TO HIT UNTIMELY ROAD BLOCKS. THIS WEEK THE AG DEPARTMENT CONFIRMED A THIRD SHIPMENT OF AMERICAN BEEF INTENDED FOR DOMESTIC CONSUMPTION ONLY SOMEHOW MADE IT TO SOUTH KOREA. SO FAR, THE KOREANS HAVE NOT TAKEN ANY ACTION BESIDES SENDING THE BEEF BACK AND BARRING THE PLANT INVOLVED FROM EXPORTING ANY MORE BEEF TO THEIR BORDERS. SALES OF AMERICAN BEEF TO SOUTH KOREA RESUMED LAST FALL-MORE THAN TWO AND A HALF YEARS A BAN WAS PUT IN PLACE FOLLOWING THE FIRST CONFIRMED CASE OF B-S-E IN THE U.S.

U.S MEAT EXPORT FEDERATION-JAPAN PORK: WHILE BEEF IS FIGHTING THE GOOD FIGHT WHEN IT COMES TO BUILDING OVERSEAS BUSINESS, THE U.S. PORK INDUSTRY CONTINUES TO SET NEW EXPORT RECORDS. ONE OF THE BIGGEST BUYERS OF AMERICAN PORK IS JAPAN...A MARKET THAT OFFERS TREMENDOUS GROWTH OPPORTUNITY. BRIAN BAXTER HAS MORE IN THIS REPORT FROM THE U.S. MEAT EXPORT FEDERATION. TO LEARN MORE ABOUT THE MEAT EXPORT FEDERATION, HEAD ONLINE TO USMEF.ORG.

TRACTOR TALES: IT'S BEEN A FEW WEEKS SINCE WE'VE FEATURED ON OLD JOHN DEERE ON TRACTOR TALES...WELL THAT STREAK IS OVER. TODAY WE LEARN ABOUT A GREEN MACHINE BUILT BACK IN THE 1940'S.

CHURCH SALUTE: OUR COUNTRY CHURCH SALUTE TRAVELS TO JOHNSBURG, WISCONSIN AND ST. JOHN THE BAPTIST CATHOLIC CHURCH. THEY WILL CELEBRATE 150 YEARS SINCE THE CONSECRATION OF THEIR CHURCH THIS WEEKEND. GERMAN IMMIGRANTS BEGAN THE PARISH IN 1840 IN THE TOWN OF CALUMET, FOND DU LAC COUNTY. AT THE TIME IT WAS THE ONLY CATHOLIC PARISH BETWEEN MILWAUKEE AND KAUKAUNA. CHOOSING A SITE ABOUT A MILE FROM THE ORIGINAL LOG CHURCH, THE VILLAGE OF JOHNSBURG-ORIGINALLY KNOWN AS HEINZBERG-GREW UP AROUND THE CHURCH. THE BUILDING IS CONSTRUCTED WITH LOCAL LIMESTONE FROM THE NIAGRA ESCARPMENT WHICH WAS HAULED BY PARISHONERS TO THE CONSTRUCTION SITE. NUMEROUS ADDITIONS AND IMPROVEMENTS HAVE BEEN MADE SINCE. IT MAY BE THE OLDEST CONTUOUSLY USED CHURCH BUILDING IN THE ARCHDIOCESE OF MILWAUKEE. WE THANK DR FRANCIS SCHMITZ AND ROGER THOME FOR THE INFORMATION ON THEIR CHURCH. AS ALWAYS-WE'D LIKE TO LEARN ABOUT YOUR HOME CHURCH AS WELL. SALUTES CAN BE SENT TO INFO@USFARMREPORT.COM.

USFR MAIL BAG: SOME INTERESTING THOUGHTS ON ENERGY FROM DAVID SMITH IN SOUTH DAKOTA. "WHAT EVERY FARMER NEEDS TO UNDERSTAND IS THAT WE GROW A COMMODITY-AND THAT COMMODITY IS ENERGY...WE NEED TO LOOK A THE OTHER COMMODITY BOARDS AND SEE WHAT ENERGY IS WORTH, BECAUSE THAT IS WHAT WE GROW. DAVID, THANKS FOR YOUR INPUT. I THINK PRODUCERS ARE SLOWLY COMING AROUND TO YOUR WAY OF THINKING. SHARPLY HIGHER ENERGY COSTS ARE VERY LIKELY ON THE WAY TO ALL U.S. CONSUMERS. HERE IN ILLINOIS WE ARE FACING LARGE JUMPS IN ELECTRICITY COSTS, FOR EXAMPLE, AND EVERYBODY IS AWARE OF THE GASOLINE AND HEATING FUEL INCREASES AS WELL. YOUR SUGGESTION ILLUSTRATES THE REASONABLE RESPONSE TO THESE COSTS-FINDING ALTERNATIVE ENERGY SOURCES. BIOFUELS ARE A WAY TO ADD SOME ENERGY FROM THE SUN TO OUR CONVENTIONAL SOURCES. SOMETIMES IN OUR ENTHUSIASM FOR BIOFUELS WE

FORGET THEY DON'T REPLACE OTHER ENERGY SOURCES ONE-FOR-ONE. AT BEST WE CAN ADD 30 PERCENT OR SO MORE ENERGY TO OUR SUPPLIES SINCE IT TAKES A SIGNIFICANT AMOUNT OF ENERGY TO MAKE BIOFUELS LIKE ETHANOL. THIS ENERGY GAIN IS INCREASING, AND PERVERSELY, HIGHER ENERGY COSTS MAKE SUCH PROGRESS POSSIBLE. NEW BIOFUEL FEEDSTOCKS AND PRODUCTION TECHNOLOGY CAN ADD TO OUR ABILITY TO STRETCH CONVENTIONAL ENERGY SOURCES. DEBATE CURRENTLY RAGES ABOUT WHETHER OIL PRODUCTION HAS PEAKED GLOBALLY. ONE THING ALMOST NOBODY IS PREDICTING IS FINDING LOTS MORE EASILY TAPPED OIL. THE HUNT FOR ENERGY WILL BE AN ONGOING ISSUE FOR THE FORESEEABLE FUTURE. THE LARGER QUESTION IS HOW WE DEAL WITH ENERGY CONSUMPTION IN RESPONSE. PLEASE FEEL FREE TO LET US KNOW WHAT YOU THINK. FEEL FREE TO CONTACT US DIRECTLY...SEND EMAILS TO INFO@USFARMREPORT.COM ...OR CALL US TOLL FREE AT 1-800-792-4329.

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ISSUE DESCRIPTION: ENVIRONMENTAL

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRD: Sunday, April 22, 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: In honor of Earth Day, this show is dedicated to showing viewers how to help their local environment. First we profile Aquatic Adventures, a non-profit organization that encourages youth to get involved in saving San Diego's watersheds, canyons and wetlands. Then we talk to two conservationists who explain some environmental terms and show us how we can make a difference in saving the environment.

Guests:

Shara Fisler, Executive Director, Aquatic Adventures

Rob Hutsel, San Diego River Park Foundation

Doug Gibson, San Elijo Lagoon Conservancy

ISSUE DESCRIPTION: ENVIRONMENTAL

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

Aired: Sunday, June 17, 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: The show takes viewers to the Palomar Observatory for a look at the programs they have to offer. Then we talk about the station's upcoming beach clean-up event with the Surfrider Foundation San Diego. Last, we talk about the Miramar Landfill to find out what happens to our trash and why it's so important to recycle.

Guests:

Scott Kardel, Public Affairs Coordinator, Palomar Observatory

Ken David, Surfrider Foundation San Diego

Stephen Grealy, City of San Diego's Environmental Services Dept.

ISSUE DESCRIPTION: ENVIRONMENTAL

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRED: Sunday, June 24, 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: According to County records, this summer will be one of the driest seasons in the last 100 years. The show covers what the City of San Diego and a local fire department are doing to prevent a fire disaster. It also gives viewers tips on how to protect their possessions, homes and lives.

Guests:

Rob Davis, VoiceOfSanDiego.org

Will Carless, VoiceOfSanDiego.org

August Ghio, San Miguel Fire Department

Ron Lane, San Diego Office of Emergency Services

ISSUE DESCRIPTION: HEALTH AND SAFETY INFORMATION

ISSUE TREATMENT: News/Reality based series

TITLE: CW NEWS AT TEN HEALTH REPORTS

AIRS: Monday – Friday, 10-10:30 p.m.

DURATION: 1-2 minute segment within news

PROGRAM TYPE: Live action

COMMUNITY NEED: Healthy and safety are of primary concern to San Diego's active community.

DESCRIPTION: Informative health news. News segment features updates and medical breakthroughs as well as parenting advice. Specializes in useful information on staying well.

For synopsis and further information, please see attached.

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

Title:

HEALTH

"Stadium" - March of Dimes

"Technology" - Cure Search/Cancer Project – Find a cure for childhood cancer

"Snack Meet" & "Time for Exercise" - Healthy Eating/Exercise Habits, Ad Council

"Boy/Girl" – Primary Immunodeficiency Awareness, Jeffrey Modell Foundation

"Marfan Syndrome" – Awareness Campaign

"Imagine" – Juvenile Diabetes Research foundation

"Baseball" – Autism awareness, Ad Council

"Exercise" – Will Rogers Institute

"Labels-Teen" – Girls & Boys Town Hotline

"Diane Keaton" – Colorectal Cancer

All PSAs are aired Monday through Sunday Run of Schedule

KSWB – San Diego's CW
April 1 – June 30, 2007

DATE	STORY
6/29	nurse strike update
6/28	hospital gun, China tainted seafood, China tainted toothpaste, Veggie booty recall, onion recall, nurses contract
6/27	cancer saving robot
6/26	flu swab test
6/25	Video game addiction
6/24	food contents bill
6/22	sex survey
6/21	Chicken pox outbreak
6/20	Bush stem cell vote, Hormone therapy & Heart, Sand death
6/19	Scripps grant
6/18	Sugarest pill
6/17	Jack black mitochondria, King hospital, Viagra oysters
6/15	military mental health, aging men
6/13	ovarian cancer signs, Kellogg cereal
6/12	AZ sextuplets
6/11	autism vaccines court
6/10	Alzheimer's quadruple, déjà vu study
6/9	beef recall
6/8	Nun beer study
6/6	meat recall widens, Tuberculosis congresss
6/5	Whooping cough
6/4	beef recall, nurse complaint, marriage and depression
6/2	sick cruise ship
6/1	China toothpaste
5/29	bird flu breakthrough
5/24	Wtc death, body gender test, weightloss pill
5/23	tahini recall, no cardio
5/21	viagra jetlag
5/20	no period pill, laughter benefit
5/19	dumped medical records
5/17	postpartum dad, car seat chemicals, petco peanut zone (allergies)
5/15	5 steps younger
5/14	social services cut
5/13	breast cancer walk, diet myths
5/12	alzheimers memory
5/10	oxycontin plea
5/9	parkinsons patch
5/8	toxic toys
5/6	best foods for women
5/5	bush fitness

5/4	mental health
5/2	turkey recall, walmart bibs recall, antidepressant warnings
5/1	smoking ban extended, scripps TBI program, risky nail polish, germs make you fat
4/29	risky cooking
4/28	toxic algae, fruity cocktails
4/27	diet coke plus

Due to archiving issues, KNSD was not able to provide us with a list of medical stories that ran between April 1st and April 27th. There is only a record of CW rundowns dating back to April 27th. In the future, KNSD will keep records of stories to ensure that this is not a problem down the road.

ISSUE DESCRIPTION: HEALTH & SAFETY

ISSUE TREATMENT: Public Affairs Program

TITLE: **TAKE 5**

AIRD: Sunday, April 1, 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: Take a look at one of the fastest growing and most common disorders in children today. Some are calling it a silent epidemic affecting one in 150 children in the United States. In San Diego, an estimated 5,000 children live with it. We're talking about autism. Find out what autism is and what the warning signs are. You'll also meet a boy who has Asperger's Syndrome and his mother who tells us how they've dealt with autism in their family.

Guests:

Shane Stachwick, & Carol Stachwick

Dr. Eric Courchesne, Professor of Neurosciences, UC San Diego

Krysti Dezonias, Director of Education & Research, Teri, Inc.

ISSUE DESCRIPTION: HEALTH & SAFETY

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRED: Sunday, May 6, 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: With summer quickly approaching, the show covers how to protect ourselves from the sun's harmful rays. We'll talk to a woman who experienced skin cancer at a very young age. She now works for the American Cancer Society and is helping coordinate a "Relay for Life" fund-raiser. Then we have a doctor who educates us about skin cancer, melanoma and other related skin problems. Last we talk to an aesthetician who teaches us how to take care of our skin.

The show also mentions a local non-profit's Mother's Day Drive. St. Vincent de Paul is collecting items for homeless children and youth as well as items the children can gift to their own moms.

Guests:
Alyson Hensen, American Cancer Society
Dr. Gregory Daniels, Moores UCSD Cancer Center
Kelly Howarth, North County OBGYN

ISSUE DESCRIPTION: HEALTH & SAFETY

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRD: Sunday, May 20, 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: How much do you know about anxiety disorders or mental illness? How much do you know about conditions that can disrupt a person's thinking, feeling and ability to relate to others. If you're like most of us, we don't know as much as we could. Mental illness can affect anybody regardless of race, ethnicity, gender, age or background. The show takes a look at what mental illness is and what you can do if you or someone you know is having problems.

And later in the show, we'll meet an Everyday Hero who has dedicated himself to building a Chinese Historical Museum in San Diego.

Guests:

Cheryl Miller, Parent

Edwin Kofler, CEO, San Diego Center for Children

Kelly McNeill, NAMI San Diego

Bettie Reinhardt, NAMI San Diego

ISSUE DESCRIPTION: VETERANS/MILITARY/RESERVES

ISSUE TREATMENT: Public Affairs Program

TITLE: NAVY NEWS

AIRS: Saturday, 3:30 a.m.

DURATION: 30 minute program

PROGRAM TYPE: Interview and News format

COMMUNITY NEED: San Diego has a high population of Military personnel, businesses and bases.

DESCRIPTION: Informative news program produced by Naval Media Center Fleet Support Detachment. Issues concerning military and civilian life.

For synopsis and further information, please see attached.

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

Title:

"Pride of Nation" - Marines

"Salau Testimonial" - Wounded Warrior Project

"Pictures" - Navy

National Veterans Foundation

"In Their Own Words" - Army/National Guard

"Times" - USO

"Reflect" - National Guard

All PSAs are aired Monday through Sunday Run of Schedule.

NAVY**newsstand**

The Source for Navy News

Navy / Marine Corps News highlights for the week of April 7-13, 2007

Story Number: NNS070405-02

4/5/2007

By the Navy News Service

WASHINGTON (NNS) -- Navy/Marine Corps News Program 2007-14

Navy/Marine Corps News Promo (: 30)

Program Highlights(28:00)

Headlines Ashore and Afloat for the week ending on the April 7, 2007:

- USS Nimitz (CVN-68) deploys in support of operations in the U.S. Central Command area of responsibility.
- President George W. Bush awards the U.S. Naval Academy the Commander in Chief's trophy.
- Secretary of Defense William Gates named the Commander in Chief's Installation of Excellence Awards for military installations.

NMCN Stories:

- The Navy teams up with the British Royal Navy for operations in Alaska.
- Marine Helicopter Squadron (HMX) 1 celebrates its 60th anniversary.
- A World War II Sailor receives the Bronze Star for his actions during the Battle of Iwo Jima.

Break 1:

- All Hands (Apr.) :29
- We Are A Team: Rappelling :59

NMCN Stories:

- Marines in Ramadi, Iraq, assist locale Iraqis and provide a wheelchair to an Iraqi girl.
- U.S. Navy Sailors are assigned as an embedded training team in Afghanistan to mentor Afghan soldiers.
- Fleet Family Services Center Financial Educator David Rowe discusses last minute tax tips.

Fleet Information:

- The new Navy Standard Core Menu is tested on board USS Abraham Lincoln.
- NAVADMIN 076/07 encourages frontline Sailor advocates to attend the annual counselor's symposium.
- MARADMIN 221/07 provides information on the requirements to become a member of special operations.

Break 2:

- Voices From Home :29

NMCN Stories:

- A historical look at the "Doolittle Raid".
- The Navy's Last known male Navy veteran of World War I shares his naval experiences.
- Sailors reflect on the legacy of veteran Charlotte Winters, one of the first female Yeoman.

We would like your input, so call our Feedback Line: at (202) 433-6110 or DSN 288-6110 and leave a message. Send e-mail to: nmcn@navy.mil. If you have a story you think would be of interest to the Navy/Marine Corps News worldwide audience, please contact the Assignment Desk at: Naval Media Center, Bldg. 168, 2713 Mitscher Road, SW, Anacostia Annex, Washington, DC 20373-5819, or e-mail: assignments@navy.mil or contact The Assignment Desk at (202) 433-0300 or DSN 288-0300. Distribution questions should be directed to Paul Hernandez, Comm : (202) 433-2105 or DSN 288-2105 or, email: paul.hernandez3@navy.mil.

NAVY**newsstand**

The Source for Navy News

Navy / Marine Corps News highlights for the week of April 14 - 20, 2007Story Number: NNS070412-01
4/12/2007

From the Navy News Service

WASHINGTON (NNS) -- NAVY/MARINE CORPS NEWS
PROGRAM 2007-15NAVY/MARINE CORPS NEWS PROMO (: 30)
PROGRAM HIGHLIGHTS (28:00)

Headlines Ashore and Afloat for the week ending April 14, 2007:

- Lance Cpl. Chris Aldesperger's family will receive the Navy Cross for his actions in Fallujah, Iraq.
- The Marine Corps created a new regiment dedicated to taking care of wounded Sailors and Marines.
- Commandant of the Marine Corps Gen. James Conway and Sgt Major of the Marine Corps John Estrada visited Bahrain.

NMCN Stories:

- APLIS, a support base located in the Arctic Ocean, supports naval submarine training missions.
- Individual augmentees are trained at Fort Jackson, North Carolina.
- USS Underwood (FFG-36) leads an effort to keep Iraqi oil platforms safe.

Break:

We Are A Team (Communications) :59

NMCN Stories:

- The Navy uses its resources to keep the endangered right whale safe from ship traffic.
- The Navy League's Sea, Air and Space Exposition allows the military to work with the defense industry.

Fleet Information:

- Individual augmentee handbooks are being created for issue to Sailors.
- Master Chief Petty Officer of the Navy Joe Campa Jr. invites Sailors to view his remodeled Web site.
- MARADMIN 225/07 offers direction for the new Marine Corps marksmanship program standards.

Break 2:

- All Hands (April) :29
- Our Town (Wickenburg, AZ.) :59

NMCN Stories:

- Personnel at the USO in San Diego assemble care packages for troops overseas.
- A new electronic range in Miramar, Calif., is named after the former legendary sniper, Carlos Hathcock.
- The life and experiences of former Marine Corps' sniper Carlos Hathcock are remembered.
- The chocolate festival in Modica, Italy, can be a great place for Sailors to spend their liberty.

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NAVY**newsstand**

The Source for Navy News

Navy / Marine Corps News highlights for the week of April 21 - 27, 2007Story Number: NNS070420-03
4/20/2007

From the Navy News Service

WASHINGTON (NNS) -- NAVY/MARINE CORPS NEWS
PROGRAM 2007-16NAVY/MARINE CORPS NEWS PROMO (: 30)
PROGRAM HIGHLIGHTS (28:00)

Headlines Ashore and Afloat for the week ending on the April 21, 2007:

- Adm. Mike Mullen announces plans for Global Fleet Station pilot deployment in April.
- Secretary of the Navy Donald C. Winter announces the cancellation of LCS-3.
- The Navy Memorial unveiled its new exhibit, Sea, Air, Land ... the Navy's Special Operations Sailors.

NMCN Stories:

- USS Sirocco's is used to protect Iraqi infrastructure in the Persian Gulf.
- Junior corpsmen participate in high intensity, hands-on battlefield medical training.
- Seabees apply a "can do" attitude when forging relationships with locals in Kabul, Afghanistan.

Break 1:

- All Hands (April) :29
- Navy / Marine Corps (Teamwork) :59

NMCN Stories:

- Naval Air Station Rota's green team earns CNO recognition for environmental efforts on earth day.
- Space and Naval Warfare Systems use dolphins and sea lions to fight the war on terrorism.
- USS Essex participates in amphibious operations to prepare for Exercise Foal Eagle.
- Sailors in Coronado, Calif., help potential SEAL and SWIC candidates to stay motivated.

Fleet Information:

- MARADMIN 244/07 request submissions for the All-Marine Triathlon Team.
- NAVADMIN 085/07 view overseas and IA suitability through BUPERS Online.
- NAVADMIN 087/07 additional security through CAC-PKI for Perform To Serve users.
- NAVADMIN 089/07 PADS suspension replacement for helmets.

Break 2:

- Navy / Marine Corps (Barbary Pirates) :59

NMCN Stories:

- Navy Professional Reading Program and its importance in a Sailor's career is explained.
- U.S. Navy holds 16th Blessing of the Fleets and Charging of the Waters ceremonies in Washington.
- Month of the Military Child is observed through an in-depth look at a Washington District child development center.

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NAVY**newsstand**

The Source for Navy News

Navy/Marine Corps News Highlights for the Week of April 28 - May 5, 2007Story Number: NNS070501-01
5/1/2007

By the Navy News Service

WASHINGTON (NNS) -- NAVY/MARINE CORPS NEWS
PROGRAM 2007-17NAVY/MARINE CORPS NEWS PROMO (: 30)
PROGRAM HIGHLIGHTS (28:00)

Headlines Ashore and Afloat for the week ending on the April 28, 2007:

- A Blue Angels pilot dies in a crash.
- The Navy christens a new Virginia-class attack submarine, PCU North Carolina.
- The Navy's first female Naval Academy graduate to be selected for admiral gets frocked.
- The Navy's first black to be promoted to captain passed away April 16.

NMCN Stories:

- Marines in Rota train with other countries during Phoenix Express 2007.
- Individual augmentees practice on the live-fire range in Kuwait.
- Individual augmentees return home to Naval Station Yokosuka.
- Interview with Pacific Fleet Master Chief Rick West.

Break 1:

- Navy / Marine Corps (Teamwork) :59
- All Hands :29

NMCN Stories:

- Navy gunner's mates train Marines on a 25 mm gun mount aboard USS Harpers Ferry (LSD 49).
- Naval Criminal Investigative Service's Multiple Threat Alert Center provides information for the fleet's safety.
- Navy medicine provides a new kind of laser eye surgery.

Fleet Information:

- The Navy celebrates Asian-Pacific American Heritage Month.
- MARADMIN 262/07 explains the Marine Corps policy on personal protective equipment.
- "Operation Prepare" is a Web site to help families prepare for emergencies.

Break 2:

- Navy / Marine Corps (Teamwork) :59
- Motorcycle Safety :29

NMCN Stories:

- Sailors in Bahrain recognize April as Sexual Assault Awareness Month.
- Remains of six Korean War service members are returned home.
- The Navy decommissions USS Saipan (LHA 2).

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NAVY**newsstand**

The Source for Navy News

Navy / Marine Corps News highlights for the week of May 5-11, 2007

Story Number: NNS070505-02

5/5/2007

By Navy News Service

WASHINGTON (NNS) -- NAVY/MARINE CORPS NEWS
PROGRAM 2007-18

Headlines Ashore and Afloat for the week ending on the May 5, 2007:

- The chief of naval operations answers questions at the National Press Club.
- High Speed Vessel 2 Swift and Task Group 40.9 embark as part of the Pilot Global Fleet Station Deployment.
- The first all-SEAL candidates division trains at Recruit Training Center Great Lakes.

NMCN Stories:

- Marines from the 26th Marine Expeditionary Unit wrap up eight days of training ashore in the Middle East.
- Sailors and Marines train together during Operation Phoenix Express 2007.
- Sailors in Bahrain train in an improvised explosive device exercise.
- Representatives from Naval Installations Command discuss hurricane preparedness.

Break 1:

- All Hands :29
- Teamwork :59

NMCN Stories:

- The Marine Corps has a new top enlisted Marine.
- Motor-T in Iwakuni, Japan, keeps Marines on the move.
- Midshipmen at the Naval Academy test their bio diesel project cars.

Fleet Information:

- Special Warfare officers and master EOD techs are eligible for reenlistment bonuses.
- Officers need photographs in their service records.
- Marines under the age of 18 will be operationally deployed.

Break 2:

- Navy / Marine Corps (Teamwork) :59
- Navy Professional Reading Program :29

NMCN Stories:

- The crew of USS Safeguard participate in a salvage exercise.
- 87-year-old artist paints nose art on a B-25 bomber.
- USMC boxing team takes on British boxers.

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NAVY**newsstand**

The Source for Navy News

Navy / Marine Corps News highlights for the week of May 14-18, 2007

Story Number: NNS070511-02

5/11/2007

From the Navy News Service

WASHINGTON (NNS) -- Navy/Marine Corps News Program 2007-19

Headlines Ashore and Afloat for the week ending May 18, 2007:

- A Navy SH-60 helicopter crashed near Austin, Nev., killing all five on board.
- The Navy commissioned USS Hawaii (SSN-774), the newest attack submarine.
- Former astronaut and Navy Capt. Wally Schirra died at the age of 84.
- The Navy will release the guidelines for it's new physical training uniforms soon.

NMCN Stories:

- Riverine Squadron 1 provides security to Hadifa Dam in Iraq.
- Special Boat Team 20 prepares for it's unique role in future special warfare operations.
- Unites States Joint Service Command improves homeland security training with Operation Noble Resolve.

Break 1:

- Surface Warfare Officer :59
- All Hands (generic) :29
- Hospital Corpsman :20

NMCN Stories:

- Fleet Composite Squadron 6 prepares to deploy to Iraq to augment the Army's Unmanned Aerial Vehicle program.
- Betsy Broder, from the Federal Trade Commission, gives advice on preventing identity theft.
- A Navy corpsman works alongside Soldiers as an individual augmentee.
- Anti-Submarine Squadron 14 visited Misawa, Japan, for training.

Fleet Information:

- NAVADMIN 110/07 announces a realignment of Navy Personnel Command Career Management.
- Nominees are being solicited for the United Latin American Citizens Excellence in Military Service Award.
- Nominations are being accepted for the Surface Navy Associations "Old Tar" award.

Break 2:

- Leadership :29
- Astronauts/Teamwork: :59

NMCN Stories:

- Overview of Naval Aviation History.
- Ensign Jesse Leroy Brown was remembered with a plaque at the Naval Aviator Park in Virginia Beach, Va.

We would like your input, so call our FEEDBACK LINE: at (202) 433-6110 or DSN 288-6110 and leave a message. Send e-mail to: nmcn@navy.mil. If you have a story you think would be of interest to the Navy/Marine Corps News worldwide audience, please contact the Assignment Desk at: Naval Media Center, Bldg. 168, 2713 Mitscher Road, SW, Anacostia Annex, Washington, DC 20373-5819, or email: assignments@navy.mil or contact The Assignment Desk at (202) 433-0300 or DSN 288-0300.

NAVY**newsstand**

The Source for Navy News

Navy/Marine Corps News for the Week of May 21- 25, 2007

Story Number: NNS070524-12

5/24/2007

From the Navy News Service

WASHINGTON (NNS) -- Navy/Marine Corps News Program 2007-21

Headlines Ashore and Afloat for the week ending on May 23, 2007:

- USNS Richard E. Byrd was christened and launched in San Diego.
- Adm. Gary Roughead replaced Adm. John Nathman as commander, U.S. Pacific Fleet.
- Naval Safety Center issues a reminder to service members to buckle seatbelts.

NMCN Stories:

- The origins of the Virginia-class attack submarine are explored.
- The Navy's report on the Beirut Marine Barracks bombing reported in 1983.
- A look back at the first Naval Television News report from the Naval Media Center.

Break 1:

- All Hands :29
- Voices From Home :29

NMCN Stories:

- Safety and planning advice for hurricane preparedness.
- Marines participating in Operation Cobra Gold 2007 train with Thailand Marines in jungle survival.

Fleet Information:

- Semper Fit seeks applicants for All-Marine women's softball, All-Marine golf, and a rugby team manager.
- The Navy is soliciting applications for the "Why We Serve" outreach program.
- Marines are advised to complete their 2007 Climate Assessment Survey.

NMCN Story:

- Navy Marine Corps News takes a look back at reporting on the Operation Desert Storm.

Break 2:

- Teamwork :59

NMCN Stories:

- Navy Marine Corps News takes a look back at reporting the 2003 Space Shuttle Columbia disaster.
- The U.S. Naval Academy's mascot team, "Team Bill" helps support the academy's sports program.

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ON-GOING PSA CAMPAIGNS

All PSAs are aired Monday through Sunday Run of Schedule:

Adoption – Ad Council
American Red Cross/Boy Scouts – Disaster Preparedness
Circle of Tribal Advisory – Diversity and endurance of tribal cultures
Foundation for a Better Life
Governor's Office of Emergency Services – Be Smart
Habitat for Humanity
Make a Wish Foundation
Martin Luther King Memorial
National Education Association – Stay in School
Pan American Health Organization – Caring for Pets
San Diego Family Literacy Foundation
United Negro College Fund
Youth for Human Rights

Station Projects:

Youth of the Year/Boys & Girls Clubs
Teens Making A Difference/MAAC Project

May: Asian Heritage Everyday Heroes

June: CW Community Works with Surfrider Foundation

FCC Quarterly Report
List of Community Activities/Donations

April

Teens Making A Difference Luncheon, Perette Godwin was MC
Children's Charity Dinner benefiting St. Vincent De Paul

May

Perette Godwin was guest speaker at San Diego City College Media Class
Pro Kids Golf Academy tour of station

June

Grants to Boys & Girls Clubs of Greater San Diego, Boys & Girls Club of San Marcos,
Copley Family YMCA, East County YMCA, Ecke YMCA, Girl Scouts, Jackie
Robinson YMCA
CW Community Works Day: Mission Beach Cleanup with Surfrider Foundation

ISSUE DESCRIPTION: MISCELANEOUS

ISSUE TREATMENT: ~~Public Affairs Program~~

TITLE: TAKE 5

AIRD: Sunday, April 8, 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: This show is about the Carlsbad flower fields. Learn more about them and what activities they have for the public.

Plus you'll hear about the non-profit organization, Ronald McDonald House Charities. Since opening its doors in 1980, the San Diego Ronald McDonald House has provided more than 100,000 nights of lodging for more than 10,000 families with children facing life-threatening illnesses. The goal of the House is to provide a sense of stability for families with children in medical crisis and a foundation of strength. All programs and services offered at the House are available to any family with a child being treated at any San Diego-area medical facility, regardless of whether they are staying in the House. They talk to us about their fund-raising efforts through a capital campaign for a new House and an upcoming fashion show.

Guests:

Bill Cegelka, Ronald McDonald House Charities, Development Director

Daniel Sinton, Ronald McDonald House Charities, Development Associate

ISSUE DESCRIPTION: MISCELANEOUS

ISSUE TREATMENT: Public Affairs Program

TITLE: **TAKE 5**

AIRD: Sunday, April 15, 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: April is jazz appreciation month and we're fortunate in San Diego to have a world class radio station that plays jazz everyday. We'll tell you why it's considered a non-commercial radio station and why it sits on the campus of San Diego City College. Then we'll talk to the folks at Casa de Amparo, a non-profit that provides important on-going prevention and treatment programs, along with education, counseling, medical, and recreational programs for children. They have an upcoming fund-raiser. Last we'll show how going out to eat can help raise much needed funds for HIV and AIDS programs and services.

Guests:

Mark Deboskey, KSDS Jazz 88.3 FM Station Manager

Claudia Russell, KSDS Program Director

ISSUE DESCRIPTION: MISCELANEOUS

ISSUE TREATMENT: ~~Public Affairs Program~~

TITLE: **TAKE 5**

Aired: Sunday, May 13, 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: With summer just around the corner, kids will be out of school and looking for something to do. The show offers information on summer camps for youth. We'll look at four local camps that offer fun & educational activities for kids. They include go-kart camp, oceanography camp, surf camp and wild animal camp.

Guests:

Jim Richardson, Miramar Speed Circuit

Kristin Evans, Birch Aquarium at Scripps Institute of Oceanography

Izzy & Coco Tihanyi, Surf Diva Surfing School

Pam Meisner, San Diego Wild Animal Park

ISSUE DESCRIPTION: MISCELANEOUS

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRD: Sunday, June 3, 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: San Diego is a popular destination for tourists from all over the world. What if you live in San Diego and want to avoid the summer crowds, but you still want to enjoy what the town has to offer? On this episode of Take 5, we'll show you some fun and unique things to do for people of all ages. First we head out east to Mission Trails Regional Park to check out their outdoor adventures. Then we head south to the Chula Vista Nature Center where you get to see a zoo and aquarium all in one shot. Last we'll give you a taste of what local farmers' markets have to offer.

Guests:

Tracey Walker, Senior Park Ranger, Mission Trails Regional Park

Dan Beintema, Director, Chula Vista Nature Center

Charles Gailband, Curator of Birds, Chula Vista Nature Center

Mary Hillebrecht, Farmers' Market Manager