



FCC QUARTERLY REPORT

4th Quarter

October 1 – December 31, 2006

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:
October 1, 2006

Length:
24:00

Guests: Janice Brown of Brown Law Group and Robert Zamarippa of 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) 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:

October 8, 2006

Length:

24:00

Guests: Shau Wai Lam of DCH USA and Abdi Ahmed of Netserve Systems, Inc.

GROWING A BUSINESS

Shau Wai Lam of DCH USA (www.dchauto.com) owns 35 automobile franchises in California, New York, and New Jersey. He sells over 60,000 cars each year and grosses an annual revenue of \$2 billion. He took over the company for his father, who founded the company in Hong Kong. Shau saw a market in the United States and consequently founded DCH USA. His first dealership was a Honda dealership. Shau credits the Honda franchise for helping the company get started. The franchise's Excel Program provides training for dealers to help develop their dealerships. Honda gets feedback from dealers like Shau to stay on the leading edge of automobiles. Honda also invites dealers to join committees to contribute ideas to the development of automobile models.

Abdi Ahmed moved to the United States from Africa as a teenager and took a class in computer programming. The class helped Abdi discover his passion. He worked for Apple Computers but decided he would rather start his own company that would provide a single source technical solution for small businesses. As a result, he founded NETSERVE SYSTEMS, INC., (www.netservesystems.net) which offers computer security, web design, technical support, and network monitoring services. Abdi saw the need for a company that compressed technological solutions and thus found his business niche. He counts Honda as one of his clients that take advantage of his company's security-related services. Honda was so pleased with the services that the company recommends Netserve Systems to its other suppliers and vendors. Honda holds seminars so small businesses, mostly Honda vendors, can take advantage of each other's services.

In *Secrets of Success*, John W. Murray, Jr. of the Southern California Minority Business Development Council (www.scmbdc.org) stresses the importance of networking, which is building a relationship. When networking, try to find common ground, find out the needs of the customer, and what you can offer them

Studio Guest Charles Harmon is the manager of corporate procurement at American Honda (www.purchasing.honda.com). He discusses Honda's Business Evolution Program, which provides an arena for small business to offer their services to one another.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

October 15, 2006

Length:

24:00

Guests: Gabriel Garcia of Lu Mar Industrial metals, Inc. and Ezekiel Patten of Patten Energy Enterprises, Inc.

BANKING ON IT (COMERICA DEDICATED)

Gabriel Garcia (323-636-0156) was a teenager with only five years of education when he moved from Mexico to California. But a chance encounter at a coffee shop changed his life. It was there that he met Samuel Kimmel, the owner of a recycling plant who gave him a job. While working there, Gabriel learned English and much about the recycling business. He knew so much about it that when Samuel died, Gabriel was asked to run the business. He accepted and did so for nine years. Then Gabriel wanted to buy out the Kimmels' business but was rejected. That was when he decided to start his own company, which would become LU MAR INDUSTRIAL METALS, INC. With the help of Comerica Bank, he was able to attain the acres of land he needed for his operations. In addition, Gabriel's plant is advantageously located in the middle of Los Angeles. This allows him to easily access material from other parts of the city. Lu Mar Industrial Metals, Inc. ships recycled metal throughout the United States and overseas. Its clients range from computer manufacturers to restaurants like the Cheesecake Factory. Currently, Lu Mar Industrial Metals, Inc. is worth close to \$30 million.

Ezekiel Patten (310-665-9100) has always admired smaller and more responsive companies. That is why he chose to work as a marketer for a small oil firm that sold to the Panama Canal. When his position there ended, he started PATTEN ENERGY ENTERPRISES, INC. in 1990. There, Ezekiel continued doing what he did best—buying gasoline and lubricants from large oil suppliers and reselling to various companies and the government. However, Ezekiel faced the difficulty of obtaining capital to start his business. He had to use his credit cards to gain a combined credit line of \$80,000. Fortunately, he received financing from Comerica Bank as his business grew. In 2004, Patten Energy Enterprises, Inc. grossed \$13 million and is continuing to climb. Even so, Ezekiel's company still faces a relatively thin profit margin due to high costs. He is hoping to lower his expenses by eventually purchasing his own oil refinery.

In *Secrets of Success*, author and attorney Cliff Ennico (www.cliffennico.com) talks about how to effectively ask people for money to start a business.

The studio guest is Don Kinsey (213-484-3782), Vice President of Community Business Banking of Comerica Bank.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

October 22, 2006

Length:

24:00

Guests: Phenoyd Ezra of Classic Woods by Phenoyd and Jake Yu and David Choi of Global Pronex, Inc.

FINE TUNING FOR CUSTOMER SERVICE

Phenoyd Ezra (818-901-1521) was ten years old when he developed a fascination for the art of restoring pianos. At age 13, he followed his passion by working in the family's refurbishing business. There, he learned a great deal about time-efficient techniques but wanted to shift the focus to better customer service. This led him to open his own finishing company, CLASSIC WOODS BY PHENOYD in Van Nuys, California. However, he had to face rejection from many banks before finally getting financed. He endured another hardship when a tragic fire destroyed many of his customers' valuable pianos. Amazingly, Phenoyd was able to continue growing his company despite these losses. Because he was fully insured he was able to pay everyone for the full value of their pianos. He remains committed to craftsmanship and this helps him attract customers from as far away as Seattle and Utah. Classic Woods by Phenoyd is expected to gross over \$400,000 in 2005.

Jake Yu and David Choi (www.globalpronex.com) were looking to start a business in an industry that traditionally lacked customer satisfaction. Jake was a business owner and David was an experienced professor at a university. They hoped that their combined expertise would enable them to serve their clients better than the businesses currently servicing them. They began their venture into the teller machines business when a friend introduced them to GLOBAL PRONEX, INC. However, they soon learned that financing the business was not easy. The additional ATM machines were costly to obtain and they had to keep them filled with cash. Their solution came in the way of Angel Investors and bank loans. Nonetheless, Jake and David maintain their business model by going the extra mile for their customers. They also monitor their machines online so they can quickly respond to problems. As a result, Jake and David have built a solid customer base through referrals. They are currently negotiating with a bank to further finance business growth.

In Secrets of Success, Duane Knapp (dknapp@brandstrategy.com) of Brand Strategy, Inc. talks about four ways to enhance customer service and increase your business.

The studio guest is speaker and business consultant Dr. Marissa Pei (562-596-9053).

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

October 29, 2006

Length:

24:00

Guests: Fernando Soler of S.O.S. Global Express and Ryan K. Ramnarayan of Deluxe Delivery Services

DELIVERING THE GOODS (DISNEY DEDICATED)

Fernando Soler (www.sosglobal.com) owns S.O.S. GLOBAL EXPRESS, a cargo delivery business that grosses \$30 million a year. He began in the business as teenager working at a delivery firm until he was given the opportunity to co-own the company during his college years. Unfortunately, the collaboration ended four years later when his partner exited the business. To continue S.O.S. Global's survival, Fernando formed a new partnership with a long-time friend—one that would take the company to new heights. But perhaps the biggest breakthrough was when ABC Sports asked S.O.S. Global to transport cargo for the 1988 Olympics. Fernando eagerly accepted the challenge and successfully demonstrated his company's competence. To maintain ongoing success, Fernando works hard to establish long-term relationships with his customers even if it means sacrificing immediate profits. This strategy enabled him acquire big-name clients from the entertainment industry like Disney. Today, S.O.S. Global is headquartered in North Carolina with four locations throughout the United States.

Ryan K. Ramnarayan (www.deluxedelivery.com) came to America from Guyana when he was 16 years old. He worked as a parcel carrier for two years until he started DELUXE DELIVERY SERVICES with his brother and father. However, they were confronted by challenges like lack of capital and being located in New York City—a place where heavy competition often crushes infant companies. To overcome these obstacles, Ryan looked to increase his revenue by enhancing customer service. He did so by compartmentalizing his company so that each division served a specific need of customers. His commitment caught the attention of Disney, which hired Deluxe Delivery as a part of its minority supplier/vendor program. Ryan also reinvested his profits into technology that would improve his business's efficiency. He developed Deluxe Direct, a software program that processes orders and provides real time information of package transaction and movement. Deluxe Delivery currently operates ten offices in five states and grosses \$11 million annually. Ryan is hoping to expand his business to occupy every major city in the United States.

In *Secrets of Success*, Jewel Diamond-Taylor (323-964-1736) of Enlightened Circle talks about how to get the most out of employees by boosting their morale.

The studio guest is Ronald Jackson, Manager of Sourcing & Procurement at the Walt Disney Company.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

November 5, 2006

Length:

24:00

Guests: Rafath Ali of Kemco Manufacturing, Haider Nazar of Ingenium, Charles Woo of Megatoys and Richard King of King International Group

INTERNATIONAL BUSINESS (BOEING DEDICATED)

In 1992, Rafath Ali (www.ingeneum.com) seized the opportunity to acquire KEMCO MANUFACTURING, a machine and tool supplier that was founded in 1955. During Kemco's 50th year in business, he decided to diversify and rebrand the company. He asked his son-in-law Haider Nazar to join Kemco. Together, Rafath and Haider sought to provide engineering solutions for new programs in addition to software development. This led them to create new segment of their business under the new brand: INGENIUM, which means "power of mind" in Latin. To help support their new services, they acquired a call center in India to better serve their clients. The Missouri-based company has served high profiled clients like The Boeing Company and hopes to continue its international expansion by cultivating relationships with new customers.

Two global business experts talk about strategies of taking businesses out of the country. Charles Woo (charlie@megatoys.com) is the CEO of MEGATOYS, an international toy importer and exporter with offices in China, Hong Kong, and Los Angeles. He has found success by developing relationships with local and international trade organizations and financial institutions. Charles stays connected with international branches through the internet. Most importantly, he believes that companies need to successfully deal with cultural differences in order to flourish in the global market. Richard King is the chairman and founder of KING INTERNATIONAL GROUP, which has 35 years experience in international business consulting. Richard emphasizes the importance of establishing trust with one's clients. To accomplish this, he believes conducting face-to-face meetings is a must.

In *Secrets of Success*, President of Media Monster Communications, Stacey Kumagai (mediamonster@yahoo.com) gives advice on how to think like an entrepreneur.

The studio guest is Norma Clayton (norma.b.clayton@boeing.com), Vice President of Supplier Management at Boeing Integrated Defense.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

November 12, 2006

Length:

24:00

Guests: Alvin Cheng and 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) 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:

November 19, 2006

Length:

24:00

Guests: Johnel Langerston of Phatefx

STRAIGHT FROM THE STREETS

Johnel Langerston (323-276-5060) overcame dire circumstances to reach extraordinary heights. He went from being an illiterate drug dealer and convict to owning his multi-million dollar business, PHATEFX. Johnel grew up in a poor family in Oakland, California with a father in prison and a mother who abused drugs. He began attending school when he was in the sixth grade and did not know how to read. He did earn a track scholarship to college, however, but that was taken away when an injury ended his athletic career. Johnel then began selling narcotics and was arrested in 1987. After serving his ten-year sentence, he began working for his friend in a marketing company.

Johnel later decided that he wanted to start his own business. He found an office space in Los Angeles and Phatefx was born. But running a business with little money was initially difficult. Johnel found himself working long hours because he was not able to sufficiently pay his employees. However, his dedication to quality, efficiency and low prices would help him secure many of his clients. Johnel also demonstrated strong commitment to his work and made every effort to fulfill his obligations to his customers. Today, Phatefx is a giant in the hip-hop community that offers services in design, print, CD manufacturing, Electronic Press Kits (EPK), and urban marketing, among others. Some of his famous clients include singers Beyonce and Mariah Carey, and rapper Nas.

In *Secrets of Success*, Jack Canfield (www.thesuccessprinciple.com), author of *Success Principles* talks about how to keep focused by setting goals.

The In Studio Guest is Dr. Tom Bay (562-938-7055), author of *Change Your Attitude*.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

November 26, 2006

Length:

24:00

Guests: Geno Taylor and Danny Rodriguez of Bellavic Entertainment and Jime Kelly of Jim Kelly Designer Apparel

PARTNERSHIPS FOR PROFIT

Geno Taylor (www.bellavic.com) was a successful salesman of both wine and pharmaceuticals. However, he longed to have a place in the entertainment industry. Geno seized the opportunity to pursue his dream when he met Mykal Wilson, an actor and independent film producer. The two formed a partnership and produced a film called "The Gristle." To fund the movie, Geno applied for an SBA Loan by using his house as collateral. His efforts paid off and he was approved for \$250,000. This was unusual because at the time, the SBA was not accustomed to allocating funds to businesses in the entertainment industry. He then met Danny Rodriguez through a mutual friend and formed BELLAVIC ENTERTAINMENT. The company was an effective blend of Geno's salesmanship and Danny's production skills. The two also understand the importance of establishing strong relations with outside alliances. They have secured deals with Kendrick Group and Lightyear/Warner Video, which enables their films to be theatrically released, and then stocked in home video stores. Currently, Geno and Danny are marketing their latest feature called "The Devil Inside," and their company continues to assist other filmmakers in financing, producing, and distributing their works.

Jim Kelly (www.jim-jk-kelly.com) had an idea of creating bracelets that can be worn as cufflinks. In 1997, he brought his invention to life when he started his company JIM KELLY DESIGNER APPAREL. Unfortunately, he had to learn about the darker side of business fairly early. Jim worked with a manufacturer that cheated him by producing his BraceLinks with aluminum instead of the designated metals, like gold and platinum, which was more valuable. This did not discourage him and he continued to grow his business with the money he had earned as an actor and personal trainer. However, he sought outside assistance when his own funds were nearly depleted. He received financial support and gained a business partner when he met Bob Shulman of Lucasini. Bob was so impressed by BraceLinks that he agreed to license, manufacture, distribute, and sell them. Jim earns royalty from the sales and handles PR and marketing for the product line. In 2004, Jim Kelly Designer Apparel sold 50,000 shirts and BraceLinks.

Currently, Jim is working with another partner Kevin Roberts and he hopes the new alliance will help take his company to new heights in the fashion industry.

In Secrets of Success, Rev. Mark Whitlock (markw@corchurch.org) of Nehemiah Corporation gives advice on how to proactively seek financial solutions for your business.

MAKING IT! Minority Success Stories

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The studio guest is Olivia Fox Cabane (info@spitfireteam.com), Executive Director of Spitfire Communications, who shares insight on how to form strategic alliances.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

December 3, 2006

Length:

24:00

Guests: Angel and Willie Banos of Gold's Gym; Ella Avery-Smothers of Burger King

FRANCHISING

Angel and Willie Banos (213-688-1441) experienced major struggles, from fleeing Cuba during the revolution to facing the liquidation of their family shoe manufacturing business in Los Angeles. But they overcame those obstacles to become the top franchisees of GOLD'S GYM. Part of their success comes from bringing what they have learned about the retail business while working in the shoe industry to the fitness industry. This enabled them to see the gym-going experience as a product to be tailored to the specific needs of their customers. As a result, the brothers invested heavily to create state-of-the-art facilities and superb service. Their success is also a result of the combination of their individual talents--Angel provides the vision while Willie implements his brother's ideas. Currently, the Banos brothers own three franchises and has secured an exclusive contract with Gold's Gym to build more of them within a 100-mile radius of their Downtown, Los Angeles location.

Ella Avery-Smothers (averysmothers@sbcglobal.net) is one of eleven siblings in a poverty-stricken family from Virginia. Her dream as a child was to be able to afford all the groceries she wanted. Years later, she would find herself reaching her goal after becoming the owner of eight BURGER KING franchises in Los Angeles. However, her journey to success was slow and arduous. It took her and her husband ten years to save up \$10,000 to open their first franchise. They then had to turn their restaurants in gang-infested neighborhoods into profitable businesses. But Ella faced the biggest challenge personally and professionally when she and her husband divorced. After losing her business partner, she created her new strategy that focused on expansion. She would go on to successfully acquire and manage additional restaurants. Ella's formula to success is to adequately reward her top employees and to give them the autonomy to do their jobs.

In *Secrets of Success*, Ed Rigsbee (800-839-1520) of Rigsbee Research talks about how to create superstar employees.

The In Studio Guest is Richard Rennick (760-320-9991), Chairman of the International Franchise Association.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

December 10, 2006

Length:

24:00

Guests: Al Anorga of Atlas Wholesale and Rev. Phillip Lance of 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:

December 17, 2006

Length:

24:00

Guests: David Lazarraga of TELACU and Sarita Yasa of ARTWALLAH

PROFITABLE NON-PROFITS

During the 1960s, East Los Angeles underwent economic hardship. David Lazarraga (www.telacu.com), who was born and raised there, was compelled to improve the circumstances of its residents. At the time, he was working as the Community Resource Leader at the East Los Angeles Community Union, or TELACU. When its founder Esteban Torres was elected to Congress, David became the president of the nonprofit group. However, he needed to enhance the organization's financial capability before he could create a significant impact on the community. David sought to make the TELACU self-sufficient by leveraging federal grants with private funds and debt from banks. He then used his resources to invest in housing and other real estate projects in the East Los Angeles area. David's plan was a success and soon he was able to partake in other ventures. He opened a community bank to lend to local business owners and established an education foundation. Currently, TELACU owns \$400 million in assets and invests 20% of its profits into social services.

Sarita Vasa (www.artwallah.org) was an undergraduate student at UCLA when she obtained an internship position at the Craft and Folk Art Museum. While working there, she became inspired to create an expressive medium for South Asians. Upon her graduation, Sarita founded a nonprofit center called ARTWALLAH. The name was derived from the words "art" and "wallah," which means someone who creates. Through her organization she was able to showcase South Asian art and culture with events like the ArtWallah Festival. Sarita's work was well received and her business grew exponentially, eventually reaching \$200,000 in 2005. In the future, she wants to continue developing ArtWallah. Sarita has taken a step in realizing her vision by hiring Linsey Schade and Ashwini Srikantiah, who serve as the executive and artistic directors, respectively. She and her team are working to increase ArtWallah's budget to over \$500,000 in the next five years.

In *Secrets of Success*, the author of *Cracking the Millionaire Code*, Mark Victor Hansen (www.markvictorhansen.com), talks about the value in philanthropy in a business.

The studio guest is President and CEO of Nehemiah Corporation of America, Scott Syphax (www.nehemiahcorp.org; 877-231-0999;), who discusses why nonprofit organizations need to make profit.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

December 24, 2006

Length:

24:00

Guests: Dackeyia Q. Simmoms of Key Quest Publishing and Joseph Cheon of Click2Asia.com

FILLING THE NICHE

Finding a niche is essential for any business startup. For Dackeyia Q. Simmons (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) 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) Cheryl Mann.

MAKING IT! Minority Success Stories

FCC REPORT

Air Date:

December 31, 2006

Length:

24:00

Guests: Nicole Sainz of Nicolita and Wendi Williams-Stern of Bat(h)qol

BY WOMEN FOR WOMEN

Nicole Sainz (www.mynicolita.com) wanted to purchase a pair of pants from a department store. When she found out it was too expensive, she decided to make them instead. As a result of this incident, Nicole discovered she had a talent for designing. Soon she was making handbags and apparel and selling them on USC campus. There was such a strong demand for her products, in fact, that she was convinced it would be a feasible idea to turn it into a full-time venture. She created NICOLITA, a high-end swimsuit business created around a fictional character that goes on romantic escapades. Four years after its inception, Nicole's company reached \$150,000 in sales. However, Nicole's path as an entrepreneur was not always smooth. In the early days of the business, she unknowingly worked with contractors that delivered inferior products. However, she did not let this deter her from her path. She persisted and eventually obtained a business deal with a West Coast buyer from Nordstrom, which greatly increased her distribution. In the next five years, Nicole hopes to tap into the global market and establish a boutique especially for Nicolita.

Wendi Williams-Stern (www.bathqol.com) was an R&B singer in the 1990s. When her entertainment career slowed down, she redirected her energy to starting a business. She created BAT(H)QOL, which means "heavenly voice," and began designing handbags. After enjoying a great deal of success, she diversified her product line to include T-shirts. Wendi's business became profitable due to her celebrity connection, which enabled her to sell her products to the Hollywood circle. As a result, Bat(h)qol products are often publicized in major fashion magazines. Wendi also receives support from her husband, who is in charge of marketing for Bat(h)qol. The couple is currently working together to create entirely new T-shirt and handbag lines for the upcoming season.

In *Secrets of Success*, Bonni Montevecchi (866-672-6664) of The Celebration Station gives tips on how to increase profitability by being creative.

The studio guest is Nora Lee (www.themomfactor.com), author of *The Mom Factor*. She talks about the importance of marketing to mothers, who have the most purchasing power in the family.

ISSUE DESCRIPTION: BUSINESS/FINANCE/ECONOMICS

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRD: Sunday, October 1, 2006 - 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 the redevelopment of many urban neighborhoods, the price of affordable housing has gone up, causing many low-income families to relocate elsewhere. This show looks at one San Diego Community and discusses the gentrification taking place there.

Then there's a segment about a local play, Since Africa. And for Hispanic Heritage month, we profile a local Unsung Hero, Irene Barajas.

Guests:

Matthew Hervey, Director of Housing and Community Development, City Heights Initiative

Seema Sueko, Director of "Since Africa" and co-founder of Mo'olelo Performing Arts Company

ISSUE DESCRIPTION: BUSINESS/FINANCE/ECONOMICS

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRED: Sunday, October 15, 2006 - 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 covers mortgage loans and related topics such as payment option plans, interest only loans, hybrid loans, exotic loans, and predatory lenders. Guests discuss how mortgage loans work and how to choose which one is best.

Guests:

Ed Smith, Plaza Financial

Gabe Del Rio, Director of Home Ownership with Community Housing Works

ISSUE DESCRIPTION: BUSINESS/FINANCE/ECONOMICS

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRD: Sunday, October 29, 2006 - 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 cost of living is high in San Diego. Many times people who earn \$70,000 a year are struggling to make ends meet. Find out why it's so expensive to live in America's Finest City.

Guests:

Kelly Bennett, Writer, VoiceofSan Diego.org

Dr. Alan Gin, Economics Professor, University of San Diego

Marney Cox, Chief Economist, The San Diego Association of Governments

ISSUE DESCRIPTION: BUSINESS/FINANCE/ECONOMICS

ISSUE TREATMENT: Public Affairs Program

TITLE: TAKE 5

AIRED: Sunday, December 31, 2006 - 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 covers mortgage loans and related topics such as payment option plans, interest only loans, hybrid loans, exotic loans, and predatory lenders. Guests discuss how mortgage loans work and how to choose which one is best.

Guests:

Ed Smith, Plaza Financial

Gabe Del Rio, Director of Home Ownership with Community Housing Works

ISSUE DESCRIPTION: CRIME

ISSUE TREATMENT: Criminal Activities

TITLE: **WB 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: 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.



10/9/2006 11:36:56 AM

USFR Weekly Recap - October 7-8, 2006

by

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

Episode #1730

October 7-8, 2006

HARVEST UPDATE : THE LATEST NUMBERS FROM THE USDA SHOW HARVEST IS OFF TO A LESS-THAN-STELLAR START ON MANY FARMS IN THE MIDWEST , WHILE COTTON HARVEST IS PROGRESSING NICELY DOWN SOUTH. FOR THE WEEK ENDING OCTOBER 1 ST, THE DEPARTMENT REPORTS ONLY 20% OF THE NATION'S CORN CROP HAS BEEN HARVESTED; UP A POINT FROM THE WEEK BEFORE, BUT 3 POINTS BELOW THE 5 YEAR AVERAGE. FOR SOYBEANS, 19% OF THE CROP HAS BEEN HARVESTED, A BIG 10 POINT JUMP FROM THE WEEK BEFORE BUT STILL TRAILING THE AVERAGE BY 7%. FOR BOTH CROPS, HARVEST IS BEHIND SCHEDULE IN A NUMBER OF KEY STATES, INCLUDING NEBRASKA , IOWA , ILLINOIS , INDIANA AND OHIO .

COTTON HARVEST : THE NEWS IS MUCH DIFFERENT IN COTTON COUNTRY. ACCORDING TO THE LATEST AG DEPARTMENT REPORT, 24% OF THE CROP HAS BEEN HARVESTED, UP 5 POINTS FROM THE WEEK BEFORE AND 5 POINTS ABOVE THE FIVE-YEAR AVERAGE. STATES SEEING STRONG PROGRESS INCLUDE LOUISIANA , MISSISSIPPI AND ALABAMA . OUT WEST, COTTON HARVEST IS JUST GETTING UNDERWAY ON MOST FARMS IN ARIZONA AND CALIFORNIA .

INDIANA E-85 : A FEDERAL EFFORT TO ESTABLISH A STRING OF STATIONS ALONG HIGHWAYS FROM THE GREAT LAKES TO THE GULF COAST IS MOVING FORWARD. ACCORDING TO THE ASSOCIATED PRESS, A GRANT FROM THE DEPARTMENT OF ENERGY WILL FUND 18 NEW E-85 FUELING STATIONS ALONG INTERSTATE 65 IN INDIANA . THE STATE CURRENTLY HAS 41 PUBLIC FUELING STATIONS THAT OFFER THE ETHANOL BLEND.

HURRICANE FORECAST : IF A PROMINENT FORECASTER IS ON TARGET, THE 2006 ATLANTIC SEASON WILL GO OUT WITH A WHISPER. IN A REPORT RELEASED THIS WEEK BY HIS RESEARCH TEAM AT COLORADO STATE UNIVERSITY, WILLIAM GRAY IS CALLING FOR JUST TWO MORE TROPICAL STORMS AND NO MORE MAJOR HURRICANES. GRAY SAYS DEVELOPING EL NINO CONDITIONS IN THE PACIFIC TRADITIONALLY DAMPENS STORM ACTIVITY IN THE ATLANTIC .

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

JOHN'S WORLD : WHILE WE FARMERS ARE DRIVING ACROSS OUR FIELDS WATCHING

THE YIELD MONITORS, WE DON'T JUST TAKE NOTE OF THIS YEAR'S CROP, WE USUALLY BEGIN TO PONDER DEEPLY THE NEXT ONE. THERE IS PLENTY OF TIME TO DO THAT IN A COMBINE OR A GRAIN TRUCK. I KNOW I HAVE - AND 2007 LOOKS LIKE A DIFFERENT KIND OF YEAR. AS THE DEMAND FOR ETHANOL LIFTS CORN PRICES THE MARKET IS SENDING ME SIGNALS TO ENCOURAGE ME TO GROW MORE CORN. BUT LIKE MOST MIDWESTERN PRODUCERS I ROTATE CORN WITH SOYBEANS. CROP ROTATION HAS BEEN A FUNDAMENTAL SOUND PRACTICE ALL OF MY CAREER. IT IS LABOR EFFICIENT, IT HAS AGRONOMIC BENEFITS, AND IT PROVIDES A LITTLE VARIETY. BUT ALL OF THOSE PLUSSES CAN BE OVERCOME BY A MARKET THAT WANTS LOTS OF CORN. THIS IS WHY YOU WILL HEAR THE WORD MONOCULTURE MORE OFTEN NEXT YEAR. AS CORN PRICES RISE AND SOYBEAN PRICES DON'T, MORE OF US WILL BE GROWING ALL CORN, ALL THE TIME. I AM NOT THRILLED ABOUT THIS DEVELOPMENT, BUT THE ECONOMICS ARE UNDENIABLE. CONTINUOUS CORN IS NOT NEW - I HAVE FRIENDS WHO HAD NEVER GROWN SOYBEANS UNTIL ABOUT 1988. AND MUCH OF THE PLAINS USED TO BE WHEAT-ONLY YEAR AFTER YEAR. BUT EVEN WITH TECHNOLOGY TO SOLVE THE AGRONOMIC PROBLEMS, ON ISSUE WILL REMAIN: HOW BORING IS GROWING ONLY ONE CROP? 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.

FOOD PRICES : IF YOU THOUGHT YOUR GROCERY BILL HAS HEADED HIGHER IN RECENT WEEK, YOU'RE RIGHT. A NEW SURVEY BY THE AMERICAN FARM BUREAU FEDERATION FINDS FOOD PRICES CLIMBED ABOUT 3% FOR THE THIRD QUARTER. ACCORDING TO THE FARM BUREAU, THE TOTAL COST OF 16 SELECT ITEMS WAS A LITTLE OVER \$41. UP \$1.13 FROM A YEAR AGO. RED DELICIOUS APPLES SHOWED THE LARGEST PRICE HIKE, UP 33 CENTS TO \$1.51/POUND. WEATHER-RELATED YIELD REDUCTIONS IN WASHINGTON STATE CONTRIBUTED TO THE RISE. ALSO HEADED HIGHER, BACON AND MAYONNAISE. SOME ITEMS DID SEE A DROP IN PRICE, INCLUDING CORN OIL, BREAD AND WHOLE MILK.

WINE SALES : SIX WEEKS AFTER AIRLINE TRAVELERS WERE RESTRICTED FROM CARRYING LIQUIDS ON BOARD AIRPLANES, THE WINE INDUSTRY REPORTS NO MAJOR IMPACT TO PROFITS. ACCORDING TO AN ARTICLE IN THE USA TODAY, WINERIES HAVE BEGUN USING NEW SHIPPING AND STORAGE OPTIONS, INCLUDING HANDING OUT FREE SHIPPING CONTAINERS AND OTHER PACKING MATERIALS SO THE BOTTLES WON'T BREAK IN CHECKED LUGGAGE. LAST YEAR ALONE THE RESEARCH FIRM AC NIELSEN REPORTS AMERICANS SPENT \$7 BILLION ON TABLE WINE.

SPINACH IRRADIATION : THE RECENT E. COLI OUTBREAK HAS ONE IOWA COMPANY TOUTING THE POTENTIAL BENEFITS OF IRRADIATION. COMPANY OFFICIALS FOR SADEX CORPORATION SAY IF THE PROCESS HAD BEEN USED ON THE TAINTED SPINACH, THE OUTBREAK WOULD NEVER HAVE HAPPENED. LATE LAST WEEK, SADEX OFFICIALS, BASED IN SIOUX CITY , PUT 70 POUNDS OF SPINACH THROUGH THE PROCESS THAT USES ELECTRONS TO KILL ALMOST ANY BACTERIA. THE COMPANY ALREADY UTILIZES THE PROCESS ON BEEF. WHILE THE FDA HAS NOT APPROVED IRRADIATION FOR SPINACH, IT IS CONDUCTING VARIOUS STUDIES ON THE METHOD.

WI - CRANBERRY HARVEST : FROM CRANBERRIES TO SUGAR BEETS TO CHILE , IT'S HARVEST TIME ACROSS FARM COUNTRY. WE BEGIN IN WISCONSIN WHERE GROWERS ARE ON TRACK TO PULL IN ANOTHER RECORD CRANBERRY CROP. DESPITE A LATE AUGUST HAIL STORM WHICH DID MAJOR DAMAGE TO CRANBERRIES IN THE WESTERN

PART OF THE STATE, THE AG DEPARTMENT PREDICTS THE CROP WILL STILL HIT 3.75 MILLION BARRELS...UP SLIGHTLY FROM LAST YEAR'S RECORD OUTPUT. IN ALL, WISCONSIN PRODUCES MORE THAN 50% OF THE WORLD'S SUPPLY OF CRANBERRIES... ROUGHLY 23 CRANBERRIES FOR EVERY PERSON ON EARTH.

SUGAR BEET HARVEST : IN THE RED RIVER VALLEY , IT COULD BE ANOTHER RECORD CROP FOR SUGAR BEET GROWERS. ACCORDING TO A REPORT IN THE GRAND FORKS HERALD, HARVEST COULD TOP 11 ½ MILLION TONS – A 35% BUMP FROM 2005.

NM – CHILE HARVEST : HEADING WEST NOT TO NEW MEXICO WHERE THE ANNUAL CHILE HARVEST IS OFF AND RUNNING. THE CROP HAS NOT HAD THE BEST GROWING SEASON, WITH HEAVY RAINS DRENCHING CHILE PODS IN LAS CRUCES AND HATCH, THE MAIN CHILE-PRODUCING REGIONS OF THE STATE. IN ALL, THE CHILE CROP CONTRIBUTES ROUGHLY \$200 MILLION TO THE NEW MEXICO ECONOMY ANNUALLY.

SPIRIT OF THE HEARTLAND – HARDING COUNTRY NM : FOR RURAL COMMUNITIES ACROSS THE COUNTRY, THE FIGHT FOR ECONOMIC SURVIVAL IS AN EVERYDAY AFFAIR. TAKING HARDING COUNTY NEW MEXICO , FOR EXAMPLE. A REGION STRUGGLING BUT DETERMINED TO BUILD A FUTURE FOR GENERATIONS TO COME. AS MIKE MARKEWINSKI REPORTS, THIS COMMUNITY WILL NOT GO DOWN WITHOUT A FIGHT.

HARVEST UPDATE : WITH COMBINES IN THE FIELDS ACROSS MUCH OF FARM COUNTRY, THE AG DEPARTMENT REPORTS THE PACE OF CORN HARVEST IS LAGGING A BIT. FOR THE WEEK ENDING OCTOBER 1 ST, THE USDA REPORTS ONLY 20% OF THE NATION'S CORN CROP HAS BEEN HARVESTED...UP JUST A POINT FROM THE WEEK BEFORE AND 3 POINTS BEHIND THE FIVE YEAR AVERAGE. THE THREE 'I' STATES – ILLINOIS , IOWA AND INDIANA – ARE ALL BEHIND SCHEDULE. IN IOWA ALONE, ONLY 8% OF THE CROP IS IN THE BIN. SEVERAL STATES ARE REPORTING GOOD PROGRESS, INCLUDING MISSOURI , TENNESSEE AND KANSAS .

MO – CORN COB POWER : THE UNIVERSITY OF MISSOURI AT COLUMBIA IS A BIG SCHOOL, HOME TO SOME 28 THOUSAND STUDENTS AND MORE THAN 12 THOUSAND FULL-TIME EMPLOYEES. IT TAKES A LOT TO POWER A CAMPUS COVERING NEARLY 14 HUNDRED ACRES OF LAND AND IN THE FUTURE, CORN MAY PLAY AN IMPORTANT ROLE. IN THIS REPORT SUPPLIED BY MIZZOU, KENT FADDIS EXPLAINS.

TRACTOR TALES : THIS WEEK A YOUNG MAN TELLS US THE STORY OF AN OLD JOHN DEERE.

COUNTRY CHURCH SALUTE : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE WORCESTER UNITED METHODIST CHURCH IN WORCESTER NEW YORK . NESTLED IN THE HILLS OF CENTRAL NEW YORK , THE CHURCH IS CELEBRATING 170 YEARS OF SERVICE TO THEIR COMMUNITY. WE THANK THE PASTOR, REV. JANE PYKUS FOR SENDING THE INFORMATION ABOUT HER 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.

VIEWER MAIL : TIME NOW FOR OUR WEEKLY PEEK INSIDE THE OLD FARM REPORT



10/16/2006 9:38:19 AM
 USFR Weekly Recap - October 14-15, 2006
 by

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

Episode #1731
October 14-15, 2006

RENEWABLE ENERGY SUMMIT : IN A FIRST-OF-ITS-KIND GATHERING, THE USDA AND THE ENERGY DEPARTMENT TEAM UP TO HOST A CONFERENCE DEDICATED ENTIRELY TO ADVANCING THE DEVELOPING OF RENEWABLE ENERGY SOURCES. THE 3-DAY CONFERENCE WAS HELD IN ST LOUIS THIS WEEK, ATTRACTING LEADERS FROM GOVERNMENT, AGRICULTURE AND THE PRIVATE SECTOR. AMONG THOSE WHO SPOKE, PRESIDENT BUSH, ON HAND TO PROMOTE HIS 'ADVANCED ENERGY INITIATIVE'. A PROGRAM HE SAYS WILL REDUCE AMERICAN DEPENDENCE ON FOREIGN OIL.

BROADBAND GRANTS : THE AG DEPARTMENT APPROVES NEARLY \$30M IN LOANS TO ENHANCE BROADBAND ACCESS AND TELECOMMUNICATIONS INFRASTRUCTURE IN RURAL AMERICA . THE LOANS ARE TARGETED FOR RURAL AREAS IN FOUR STATES: IOWA , KENTUCKY , OHIO AND TEXAS . ADMINISTERED BY THE USDA'S RURAL DEVELOPMENT OFFICE, THE PROGRAM GIVES PRIORITY TO AREAS WHERE NO BROADBAND SERVICE CURRENTLY EXISTS.

WARM WINTER : THE NATIONAL WEATHER SERVICE SAYS IT LOOKS TO BE ANOTHER MILD WINTER FOR MUCH OF THE US . METEOROLOGISTS SAY A WEAK EL NINO IN THE PACIFIC OCEAN WILL BRING WARMER-THAN-NORMAL TEMPERATURES TO THE WEST, SOUTHWEST, PLAINS STATES, MIDWEST AND MOST OF THE NORTHEAST, AS WELL AS THE MID-ATLANTIC REGIONS. THE WEATHER SERVICE DOES SAY IT MIGHT NOT BE AS MILD AS LAST WINTER, WHICH WAS THE FIFTH WARMEST ON RECORD.

ROUND-TABLE : WITH HARVEST IN FULL SWING AND A NEW CROP REPORT RELEASED BY THE USDA, THE AG TRADE HAD PLENTY TO DIGEST THIS WEEK. FOR REACTION, LET'S HEAD TO THE CBOT AS WE TURN THINGS OVER TO AGRI-BUSINESS DIRECTOR AL PELL.

JOHN'S WORLD : IT IS DEFINITELY AUTUMN. WITH SHARPLY LOWER TEMPERATURES AND BLUSTERY WINDS THROUGHOUT MUCH OF THE COUNTRY, FALL SURPRISED US WITH THE ABRUPT CHANGE FROM AIR-CONDITIONING WEATHER TO WHERE'S-MY-JACKET WEATHER. I FIND THIS ODD. AFTER ALL, IT'S NOT LIKE WE HAVEN'T SEEN THESE CONDITIONS BEFORE. THE CHANGE OF SEASONS SHOULD BE AS ROUTINE AS EATING BREAKFAST, BUT MOST OF US ARE STILL FINDING NOVELTY IN THE

PROGRESSION. AS MIGHT SUSPECT I HAVE A THEORY WHY. BASICALLY IT IS THIS: HUMAN BEINGS HAVE 11-MONTH MEMORIES. THINK ABOUT IT. JUST WHEN WE CAN'T STAND SUMMER ANY MORE AND WANT A CHANGE, FALL ARRIVES. WE DELIGHT IN THE CHANGE AND CHATTER ON ABOUT IT. THESE ARE SYMPTOMS OF A POOR MEMORY – AND TRUST ME, I KNOW ABOUT THAT. BUT I THINK PEOPLE HAVE DEVELOPED THIS TYPE OF RECALL TO PREVENT ENDLESS BOREDOM. SO IF YOU LIVE IN THE TEMPERATE PART OF THE COUNTRY, AND NOTICE YOURSELF SAYING THINGS LIKE 'YOW – IT'S REALLY BRISK OUTSIDE' EVEN THOUGH YOU KNEW PERFECTLY WELL IT WOULD BE, DON'T WORRY ABOUT YOUR GRAY MATTER. YOU ARE EXPERIENCING ONE OF GOD'S GIFTS – THE ABILITY TO LIVE EVERY DAY AS FRESH AND NEW. AND PRETTY SOON, EVEN THOUGH MANY OF US LOVE FALL, WE'LL BE THINKING: HEY! WINTER IS COMING. I WONDER WHAT THAT WILL BE LIKE? 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.

TAINTED SPINACH : WE BEGIN IN CALIFORNIA WHERE INVESTIGATORS SAY THE SAME STRAIN OF E. COLI FOUND IN SPINACH HAS BEEN DETECTED ON A CATTLE RANCH WITHIN A MILE OF THE FIELDS LINKED TO THE OUTBREAK. ACCORDING TO AN FDA NEWS RELEASE, THE GENETIC LINK WAS MADE WITHIN THE LAST FEW DAYS. AT THIS TIME, INVESTIGATORS SAY THEY CAN'T BE SURE IF THE E. COLI FOUND IN COW MANURE CONTAMINATED THE FIELDS.

RENEWABLE ENERGY CONFERENCE : NOW TO ST LOUIS WHERE THE USDA AND THE ENERGY DEPARTMENT HOST A CONFERENCE FOCUSED ENTIRELY ON RENEWABLE ENERGY. 'ADVANCING RENEWABLE ENERGY – AN AMERICAN RURAL RENAISSANCE' WAS THE TITLE OF THIS WEEK'S MEETING; A GATHERING AIMED AT OUTLINING WAYS THE US AND THE WORLD CAN LESSEN DEPENDENCE ON FOSSIL FUELS. AMONG A NUMBER OF INITIATIVES COMING OUT OF THE CONFERENCE, MORE THAN \$7M WAS AWARDED TO FUND A VARIETY OF BIOMASS RESEARCH AND DEVELOPMENT PROJECTS.

PUMPKIN PROBLEMS : WITH HALLOWE'EN JUST A FEW WEEKS AWAY, THE NEWS ISN'T ALL GOOD FOR PUMPKIN GROWERS. PLANT PATHOLOGISTS AT PURDUE UNIVERSITY SAY TWO TYPES OF FUNGUS ARE HITTING PUMPKINS FROM THE MIDWEST ALL THE WAY TO NEW ENGLAND . SCIENTISTS SAY THE FUNGUS CAN CAUSE PUMPKINS TO DEVELOP MOLD SPOTS AND ROT FROM THE INSIDE OUT. IN INDIANA , A COMBINATION OF HIGH TEMPERATURE AND RECORD AMOUNTS OF RAIN IN AUGUST ALLOWED THE FUNGUS TO FLOURISH.

CALIFORNIA-RAISIN HARVEST : OUT WEST, RAISIN GROWERS IN THE GOLDEN STATE ARE BRINGING IN THIS YEAR'S CROP. ACCORDING TO THE CALIFORNIA RAISIN MARKETING BOARD, HARVEST IS EXPECTED TO COME IN JUST UNDER 260 THOUSAND TONS; ABOUT 25% BELOW NORMAL . THE BOARD REPORTS 99% OF ALL RAISINS PRODUCED IN THE US COMES FROM THE FRESNO AREA.

GRASS-FED BEEF LABEL : A CONTROVERSIAL PROPOSAL MAKING ITS WAY THROUGH THE USDA IS CAUSING CONCERN FOR SOME ORGANIC BEEF PRODUCERS. AT ISSUE: A PLAN THAT WOULD BROADEN THE DEFINITION OF GRASS-FED MEAT TO INCLUDE MORE THAN JUST GRASS.

SPIRIT OF THE HEARTLAND – KY BARN PRESERVATION : BARNs OF ALL AGES AND SIZES HAVE LONG BEEN A SYMBOL OF RURAL AMERICA . AND NOW, IN A STATE PROUD OF ITS AG HERITAGE, WORK IS UNDERWAY TO PRESERVE THESE HISTORIC STRUCTURES. IN THIS REPORT FROM THE UNIVERSITY OF KENTUCKY , JEFF FRANKLIN HAS OUR STORY.

ROOT DIG : OUR 'CORN NAVIGATOR' THIS WEEK FEATURES EXPERT ADVICE ON OPTIMIZING SOIL CONDITIONS. FARM JOURNAL FIELD AGRONOMIST KEN FERRIE PERFORMED A ROOT DIG IN A FIELD OF MINE THAT HAD BEEN TILLED, AND THEN WENT DOWN THE ROAD TO DO THE SAME THING IN A NO-TILL SITUATION. AT BOTH LOCATIONS, I ASKED KEN TO OUTLINE CORRECTIVE ACTIONS HE WOULD TAKE BEFORE ANOTHER CROP IS PLANTED NEXT SPRING.

TRACTOR TALES : TRACTOR TALES THIS WEEK FEATURES AN INDIANA COLLECTOR WHO OWNS MORE THAN A DOZEN DIESEL-POWERED TRACTORS, BUT WE'RE ONLY GOING TO SHOW YOU ONE – DATING BACK TO 1935.

COUNTRY CHURCH SALUTE : WE HAVE AN HISTORIC COUNTRY CHURCH SALUTE THIS MORNING: OLD SOUTH FIRST PRESBYTERIAN CHURCH OF NEWBURYPORT , MASSACHUSETTS . HISTORIC OLD SOUTH IS CELEBRATING THE 250 TH ANNIVERSARY OF THE BUILDING THIS YEAR WITH AN EXTENSIVE RESTORATION. WE THANK JEAN HANSEN FOR SENDING THE PHOTOS AND THE HISTORY REFRESHER. 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.

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

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10/23/2006 9:27:35 AM

USFR Weekly Recap - October 21-22, 2006

by

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

Episode #1732

October 21-22, 2006

CME BUYS CBOT : IN ONE OF THE BIGGEST DEALS IN THE HISTORY OF AMERICAN AGRICULTURE, THE CHICAGO MERCANTILE EXCHANGE IS BUYING THE CHICAGO BOARD OF TRADE. THE PRICE TAG: \$8B. THE DEAL, ANNOUNCED TUESDAY MORNING, WILL CHANGE THE NAME OF THE COMBINED COMPANIES TO THE CME GROUP. THE NEW COMPANY IS EXPECTED TO AVERAGE DAILY TRADING VOLUMES APPROACHING NINE MILLION CONTRACTS AND HAVE A COMBINED WORTH OF \$25B. THE PROPOSED PURCHASE MUST STILL BE APPROVED BY FEDERAL REGULATORS ALONG WITH SHAREHOLDERS FOR BOTH EXCHANGES. ONCE COMPLETE THE MERGED COMPANIES WILL MOVE TO A SINGLE TRADING LOCATION AT THE BOARD OF TRADE.

BSE UPDATE : A RECENT DECISION BY THE USDA TO REDUCE ITS TESTING LEVELS FOR BSE IS NOT SITTING WELL WITH AT LEAST ONE FARM-STATE LAWMAKER. KENTUCKY SENATOR JIM BUNNING HAS SENT A LETTER TO AG SECRETARY MIKE JOHANNIS SAYING HE WAS 'TROUBLED TO LEARN' THE DEPARTMENT HAD REDUCED TESTING LEVELS FROM APPROXIMATELY 6 THOUSAND/WEEK, TO A LITTLE MORE THAN 3 THOUSAND/MONTH. IN HIS LETTER, BUNNING SAYS BSE REMAINS AN ISSUE OF GREAT CONCERN TO CONSUMERS HERE IN THE STATES AND AROUND THE GLOBE. BACK IN JULY THE AG DEPARTMENT WRAPPED ITS ENHANCED BSE SURVEILLANCE PROGRAM AFTER TESTING MORE THAN 750 THOUSAND ANIMALS.

OH - BIRD FLU FIND : AVIAN INFLUENZA IS CONFIRMED IN THE BUCKEYE STATE . ACCORDING TO A GOVERNMENT RELEASE, SAMPLES TAKEN FROM WILD NORTHERN PINTAILS KILLED BY A HUNTER IN OTTAWA COUNTY OHIO TURNED UP POSITIVE FOR A LOW-END STRAIN OF THE VIRUS, ONE THAT POSES NO THREAT TO HUMANS. THE SAMPLES WERE COLLECTED EARLIER THIS MONTH AS PART OF AN EXPANDED MONITORING PROGRAM MANAGED BY THE USDA AND THE INTERIOR DEPARTMENT. AN IMPORTANT NOTE: WHILE THIS TYPE OF VIRUS MAY NOT POSE ANY HEALTH RISK, SCIENTISTS SAY HUNTERS SHOULD ALWAYS USE COMMON SENSE WHEN HANDLING OR PREPARING WILDLIFE, SPECIFICALLY HAND WASHING AND THOROUGH COOKING.

RUST FINDS : ALTHOUGH IT'S TOO LATE IN THE GROWING SEASON TO DO ANY DAMAGE, ASIAN SOYBEAN RUST CONTINUES NORTHWARD. ACCORDING TO THE USDA'S RUST TRACKING WEBSITE, THE FUNGUS HAS NOW BEEN CONFIRMED IN THE

SOUTHERN-MOST PARTS OF MISSOURI , ILLINOIS AND INDIANA , ALONG WITH WESTERN KENTUCKY AND NORTHERN TENNESSEE . IN ALL, RUST HAS BEEN CONFIRMED IN 13 STATES THIS YEAR. MUCH LIKE THIS TIME LAST YEAR, THE AG DEPARTMENT REPORTS AN ABUNDANCE OF FINDINGS LATE IN THE GROWING SEASON...A SITUATION THAT COULD CONTINUE UNTIL A SEVERE FROST STRIKE.

RENEWABLE FUELS : CALLING IT A 'WIN-WIN SITUATION' FOR THE RURAL ECONOMY, AG SECRETARY MIKE JOHANNIS PUTS A WRAP ON A CONFERENCE FOCUSED ENTIRELY ON RENEWABLE ENERGY. MORE THAN 12 HUNDRED INDUSTRY LEADERS AND OBSERVERS ATTENDED THE MEETING EARLIER THIS MONTH IN ST LOUIS . FOR HIS PART, THE SECRETARY SAYS AMERICA MUST ADOPT PROGRAMS WHERE ENERGY IS GENERATED BY THE BUSHEL, NOT BY THE BARREL. SUCH TALK MEANS GROWERS MUST ADAPT TO A CHANGING BUSINESS MODEL AS THEIR CROPS ARE USED FOR BOTH FOOD AND FUEL.

SUNBELT OVERVIEW : ONE OF THE NATION'S BIGGEST FARM SHOWS COMES TO A CLOSE AS THE 2006 SUNBELT AG EXPO WRAPPED UP THURSDAY IN MOULTRIE GEORGIA . THIS ANNUAL EVENT, NOW IN ITS 29 TH YEAR, IS THE LARGEST FARM SHOW IN THE SOUTHEAST, ATTRACTING HUNDREDS OF EXHIBITORS AND THOUSANDS OF VISITORS. IN ALL, THE EXPO CONTRIBUTES MORE THAN \$14M TO THE LOCAL ECONOMY, GENERATING MORE THAN 400 JOBS.

ROUND-TABLE : AMONG THOSE ATTENDING SUNBELT 2006 WAS OUR VERY OWN AL PELL. HE JOINS US NOW TO LEAD THIS WEEK'S ROUND TABLE DISCUSSION WITH AG ECONOMICS PROFESSOR DR WALTER PREVATT, TENNESSEE FARMER BOB WILLIS AND ANDY BELL WITH THE GEORGIA FARM BUREAU.

JOHN'S WORLD : FOOD PURITY ISSUES ARE A HOT TOPIC IN THE US . AS THE 'RISK-OF-THE-MOMENT FOOD CONTAMINATION NOW WORRIES MANY CONSUMERS, EVEN THOUGH FOOD REPRESENTS ONE OF THE SMALLEST RISKS IN EVERYDAY LIFE – IF YOUR KITCHEN IS CLEAN. ONE OF THE REASONS FOR THIS NEW ANXIETY IS THE 'ONE LIFE' PRINCIPLE WE OFTEN ESPOUSE. IF IT ONLY SAVES JUST ONE LIFE, IT IS WORTH IT, WE SAY. EVERY LIFE IS PRICELESS, OF COURSE, UT IN MANY WAYS WE MUST MAKE DECISIONS THAT PUT LIMITS ON THE ONE-LIFE STANDARD. LEGAL COMPENSATION BOARDS HAVE STRICT AND UNSENTIMENTAL RULES ABOUT FINANCIAL AWARDS TO FAMILIES OF ACCIDENT VICTIMS, FOR EXAMPLE. THE 9-11 TRAGEDY OFFERED SOME FRANKLY UNSETTLING INSIGHT INTO THIS NECESSARY BUT AWKWARD BUSINESS. SIMILARLY AGENCIES LIKE THE EPA HAVE NUMERICAL RISK THRESHOLDS LIKE 1 IN A MILLION RISK FOR A FATALITY TO TRIGGER REGULATORY ACTION. YOU SIMPLY HAVE TO DRAW A LINE SOMEWHERE. WHAT I'M LEADING UP TO IS THE LIKELIHOOD WE WILL SOON BE SEEING REVISED FOOD-GROWING RULES TO RESPOND TO THE SPINACH PROBLEM. THE BEST WAY , I BELIEVE TO JUDGE THESE REGULATIONS IS NOT BY THE 'ONLY-ONE-LIFE' RULE, BUT BY COMPARATIVE RISKS WE ALREADY ACCEPT MY RULE OF THUMB IS A RISK OF 1 IN 10,000. THAT'S SOMEWHERE BETWEEN GETTING HIT BY LIGHTNING AND FLYING. ANYTHING WITH A SMALLER RISK – HOWEVER HORRIBLE – I'LL LEARN TO LIVE WITH. 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.

CA – SPINACH UPDATE : THE RECENT E. COLI OUTBREAK IN CALIFORNIA AHS SOME GOLDEN STATE SPINACH GROWERS ADOPTING A WAIT-AND-SEE APPROACH. THE

CALIFORNIA FARM BUREAU REPORTS FARMERS ARE PLANTING ABOUT HALF THE SPINACH THEY USUALLY DO THIS TIME OF YEAR. HARVEST WAS TEMPORARILY HALTED LAST MONTH WHEN THE MARKET WAS CLOSED DUE TO AN E. COLI OUTBREAK. GROWERS SAY THEY ARE WAITING TO SEE IF CONSUMER DEMAND WILL REBOUND FOLLOWING THE E. COLI SCARE. SOME OF WHAT HAS BEEN PLANTED HAS ALREADY STARTED TO EMERGE IN THE IMPERIAL VALLEY ...A CROP THAT WILL BE HARVESTED IN DECEMBER.

ORANGE CROP FORECAST : 2006 IS NOT SHAPING UP TO BE A GREAT YEAR FOR ORANGE GROWERS. ACCORDING TO THE AG DEPARTMENT, 135M BOXES OF ORANGES WILL BE PICKED THIS YEAR...DOWN FROM 148M A YEAR AGO. IF THIS PREDICTION HOLDS, IT WOULD BE THE SMALLEST CROP SINCE 1990. A COMBINATION OF BAD WEATHER AND CITRUS CANCKER IS BLAMED FOR THE DEPLETED HARVEST.

IL - PROCESSED PUMPKINS : WITH HALLOWE'EN JUST AROUND THE CORNER, PUMPKINS ARE A POPULAR CROP RIGHT NOW, AND NOT JUST THE KIND YOU CARVE UP. THIS IS THE BUSY SEASON FOR PROCESSED PUMPKINS...THOSE USED FOR HOLIDAY DESSERTS. AND WHILE IT'S A STATE BEST KNOWN FOR GROWING VAST AMOUNTS OF CORN AND SOYBEANS, ILLINOIS ALSO PRODUCES 90% OF THE NATION'S PROCESSED PUMPKIN CROP. IN ALL, SOME 10 THOUSAND ACRES OF PRIME ILLINOIS FARMLAND IS SET ASIDE FOR PUMPKIN PRODUCTION.

NOAA DROUGHT UPDATE : THE LATEST DROUGHT OUTLOOK OFFERS HOPE FOR RELIEF IN SOME AREAS, BUT NOT ALL. ACCORDING TO GOVERNMENT FORECASTERS, INTENSIFYING EL NINO CONDITIONS SHOULD HELP BRING PLENTY OF MOISTURE TO THE SOUTHERN HALF OF THE US OVER THE NEXT COUPLE OF MONTHS. SOME IMPROVEMENT IS ALSO PREDICTED FOR DROUGHT AREAS IN THE CENTRAL AND NORTHERN PLAINS. THAT SAID, FORECASTERS EXPECT MINIMAL RELIEF FOR DROUGHT-STRICKEN AREAS OF MINNESOTA , NORTH DAKOTA , MONTANA AND WYOMING .

SPIRIT OF THE HEARTLAND - IA CHURCH HARVEST : AS HARVEST COMES TO AN END ACROSS THE HEARTLAND THIS FALL, THE SPIRIT OF GIVING IS THRIVING. NEARLY 200 RURAL CHURCHES PARTNERED WITH URBAN CHURCHES THIS YEAR AND DEVELOPED COMMUNITY GROWING PROJECTS TO BENEFIT HUNGRY PEOPLE AROUND THE GLOBE. ERIN WHITE SHOWS US HOW ONE COMMUNITY IN EASTERN IOWA IS TAKING PART IN THIS CHRISTIAN RESPONSE TO WORLD HUNGER.

HARVEST UPDATE : THE 2006 HARVEST SEASON IS PICKING UP STEAM IN MANY PARTS OF FARM COUNTRY. ACCORDING TO THE AG DEPARTMENT'S WEEKLY UPDATE, 41% OF THE NATION'S CORN CROP IS IN THE BIN; UP 12 POINTS FROM THE WEEK BEFORE. FOR SOYBEANS, AN EVEN BIGGER JUMP: 69% OF THE CROP HAS NOW BEEN HARVESTED; UP 22 POINTS FROM THE WEEK BEFORE. AND FOR COTTON, 39% OF THE CROP HAS BEEN HARVESTED; A 7 POINT BUMP FROM THE WEEK BEFORE.

IL - HEDGE TO ARRIVE : WHEN IT COMES TO GENERATING A PROFIT, PRODUCING A GOOD CORN CROP IS JUST ONE PART OF THE PROCESS. WITHOUT A SOLID MARKETING PLAN IN PLACE , ALL THAT WORK CAN GET LOST IN THE NUMBERS. THIS FALL, SOME FARMERS AND ELEVATORS ARE USING A MARKETING TECHNIQUE THAT GOT THEM INTO TROUBLE ABOUT A DECADE AGO. IN THIS REPORT FROM THE UNIVERSITY OF ILLINOIS , TODD GLEASON OUTLINES THE RISKS INVOLVED WITH HEDGE-TO-ARRIVE

CONTRACTS.

TRACTOR TALES : TIME NOW FOR TRACTOR TALES. THIS WEEK WE MEET A COLLECTOR WHO HAS PLENTY OF GOOD THINGS TO SAY ABOUT AN OLD JOHN DEERE THAT STILL RUNS STRONG.

COUNTRY CHURCH SALUTE : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE TWIN BRANCH UNITED METHODIST CHURCH , LOCATED IN LONDON KENTUCKY . MANY OF THE CHURCHES WE FEATURE EACH WEEK FIT IN THEIR COMMUNITY GRACEFULLY, BUT SOMETHING ABOUT A LOG CABIN JUST SAYS KENTUCKY TO ME. THANKS TO LOWELL BUCKLES FOR SENDING IN THE PICTURE AND 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 - October 28-29, 2006

by

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

Episode #1733

October 28-29, 2006

HARVEST – CORN/SOYBEANS : WITH THE FIRST HINT OF WINTER HITTING MUCH OF FARM COUNTRY, THE PACE OF HARVEST REMAINS SLOW IN MANY FIELDS. ACCORDING TO THE USDA'S WEEKLY UPDATE, HARVEST FOR BOTH CORN AND SOYBEANS IS LAGGING IN SEVERAL KEY GROWING STATES. FOR CORN, THE AG DEPARTMENT REPORTS 53% OF THE CROP WAS IN THE BIN AS OF LAST WEEKEND, UP 12 POINTS FROM THE WEEK BEFORE BUT 10 POINTS BEHIND LAST YEAR'S PACE. STATE'S REPORTING THE SLOWEST PROGRESS INCLUDE OHIO , MICHIGAN , WISCONSIN AND INDIANA . FOR SOYBEANS, HARVEST IS REPORTED TO BE 76% COMPLETE, UP SEVEN POINTS FROM THE WEEK BEFORE BUT SLIGHTLY BEHIND THE FIVE YEAR AVERAGE. THE NUMBERS SHOW GROWERS IN KENTUCKY , OHIO , INDIANA AND MICHIGAN ARE WELL BEHIND SCHEDULE.

HARVEST - COTTON : DOWN IN COTTON COUNTRY, THE HARVEST SEASON IS UNFOLDING AS EXPECTED. THE USDA REPORTS 44% OF THE CROP HAS BEEN HARVESTED, UP FIVE POINTS FROM THE WEEK BEFORE AND RIGHT IN LINE WITH THE FIVE YEAR AVERAGE. STATES REPORTING STRONG PROGRESS INCLUDE LOUISIANA , MISSISSIPPI AND ALABAMA , WHILE HARVEST IN MISSOURI , THE CAROLINA 'S AND CALIFORNIA IS LAGGING A BIT.

PANAMA CANAL EXPANDS : A PLAN TO EXPAND THE PANAMA CANAL IS EXPECTED TO GIVE THE US CORN MARKET A NICE BOOST. ACCORDING TO THE ILLINOIS CORN GROWERS ASSOCIATION, A \$5B EXPANSION PLAN WILL ACCELERATE EXPORTS PASSING THROUGH THE CANAL. ONCE COMPLETE IN 2015, A THIRD SET OF LOCKS WILL BE ADDED THAT ARE 40% LONGER AND 60% WIDER THAN CURRENT ONES. IT'S THE BIGGEST EXPANSION EFFORT SINCE THE CANAL OPENED IN 1914. ABOUT HALF OF ALL US CORN EXPORTS PASS THROUGH THE CANAL ANNUALLY.

JAPANESE EXPANSION : THE JAPANESE ARE LOOKING TO LAUNCH SNAP INSPECTIONS OF THE AMERICAN BEEF INDUSTRY AS EARLY AS NEXT MONTH. ACCORDING TO DTN, JAPANESE INSPECTORS PLAN TO VISIT PLANTS, RANCHES AND FEED MILLS AT UNANNOUNCED TIMES. THE US IS OFF TO A SHAKY START REBUILDING WHAT WAS ONCE A MULTI-BILLION DOLLAR MARKET BEFORE AMERICAN BEEF WAS BANNED AFTER THE FIRST CASE OF MAD COW DISEASE WAS CONFIRMED IN 2003. IN AUGUST, BEEF IMPORTS TO JAPAN WERE ESTIMATED AT JUST ONE THOUSAND TONS.

COOL UPDATE : THE DEBATE OVER COUNTRY OF ORIGIN LABELING HAS PICKED UP AGAIN ON CAPITOL HILL. ACCORDING TO DTN, SEVERAL DEMOCRATS WANT TO SPEED UP THE IMPLEMENTATION TIME FROM SEPTEMBER 2008 TO AS SOON AS POSSIBLE. PROPONENTS OF THE MEASURE BELIEVE IT WILL INCREASE DEMAND FOR HOME-GROWN PRODUCTS AND REDUCE IMPORTS. OPPONENTS POINT TO THE COST OF IMPLEMENTATION AND TO THE FACT THAT IT EXEMPTS POULTRY AS WELL AS FOOD SERVICE SALES. THE PROPOSAL HAS BEEN DELAYED SEVERAL TIMES SINCE IT WAS FIRST INTRODUCED IN 2004.

ROUND-TABLE : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH TWO 'WINDY CITY' MARKET SPECIALISTS.

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, OR CALL TOLL FREE 1.800.792.4329.

RURAL SURVEY : WITH THE MID-TERM ELECTIONS NOW LESS THAN TWO WEEKS AWAY, THE SCRAMBLE FOR VOTES INTENSIFIES. IN A NEW POLL FROM THE CENTER FOR RURAL STRATEGIES, IT APPEARS RURAL VOTERS ARE SHOWING INCREASED SUPPORT FOR THE DEMOCRATIC PARTY. RELEASED LATE THIS WEEK, A SURVEY OF 500 RURAL AMERICANS FOUND THAT WHEN IT COMES TO HOUSE ELECTIONS, 52% SUPPORT THEIR DEMOCRATIC CANDIDATE AND 39% GO REPUBLICAN. IN THE SENATE, THE SURVEY FOUND A 47%-43% ADVANTAGE FOR THE DEMOCRATIC TICKET. THE TOP ISSUES FOR THESE VOTERS INCLUDE THE ECONOMY, THE WAR IN IRAQ AND MORAL VALUES. CALLING ITSELF A NON-PARTISAN, NON-PROFIT ORGANIZATION, THE CENTER FOR RURAL STRATEGIES SAYS ITS PRIMARY GOAL IS TO PROMOTE DISCUSSION ABOUT RURAL COMMUNITIES AND ISSUES.

SILENT KILLER : AS TEMPERATURES HEAD SOUTH, FURNACES ACROSS MUCH OF THE COUNTRY ARE BACK AT WORK. WITH THAT IN MIND, NOW IS THE PERFECT TIME TO REMIND EVERYONE ABOUT CARBON MONOXIDE – THE SILENT KILLER. SCOTT KINRADE HAS WHAT COULD BE SOME LIFE-SAVING TIPS FOR THE EXPERTS.

FFA CONVENTION : THOUSANDS OF BLUE COATS CONVERGED ON THE CAPITOL CITY OF INDIANA THIS WEEK FOR THE 79 TH ANNUAL FFA CONVENTION. IN ALL, MORE THAN 55 THOUSAND VISITORS MADE IT TO INDIANAPOLIS FOR THE FOUR DAY EVENT. FOUNDED IN 1928 AND LONG KNOWN AS FUTURE FARMERS OF AMERICA, THE ORGANIZATION CHANGED ITS NAME IN 1988 TO BETTER REFLECT ITS FOCUS ON MORE THAN JUST PRODUCTION AGRICULTURE.

SPIRIT OF THE HEARTLAND – TN GOLF GRASS : FOR THOUSANDS OF AMERICANS, GOLF IS NOT JUST A HOBBY, IT'S AN OBSESSION. I SUSPECT MANY WATCHING THIS PROGRAM WILL HIT THE LINKS LATER TODAY. BUT AS COURSES ABSORB MORE AND MORE ROUNDS EACH YEAR, PRESERVING GREENS AND FAIRWAYS HAS BECOME A NEVER-ENDING EFFORT. IN THIS REPORT FROM THE UNIVERSITY OF TENNESSEE , CHUCK DENNEY SHOWS US HOW THE SCIENCE OF GROWING BETTER GRASS IS IMPROVING GOLF COURSES ACROSS THE COUNTRY.

ROOT DIG : TIME NOW TO GET BACK TO OUR ROOT DIG SERIES AND EXPERT ADVICE FROM FARM JOURNAL FIELD AGRONOMIST KEN FERRIE.

TRACTOR TALES : TRACTOR TALES HAS A SOUTHERN FLAVOR THIS WEEK, COMING TO US FROM THE SUNBELT AG EXPO IN MOULTRIE GEORGIA . HERE'S A LOOK AT A CLASSIC MACHINE FROM THE ALLIS CHALMERS COLLECTION.

COUNTRY CHURCH SALUTE : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS THE SALEM EVANGELICAL CHURCH NEAR STURGEON BAY , WISCONSIN . THEY ARE CELEBRATING THEIR 125 TH FOUNDING ANNIVERSARY. WE THANK ROGER LUEDKE FOR SUBMITTING HIS CHURCH AND SENDING THE HISTORY 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.

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USFR Weekly Recap - November 4-5, 2006

by

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

Episode #1734

November 4-5, 2006

SOUTH KOREA BEEF : THE FIRST SHIPMENT OF US BEEF ARRIVES IN SOUTH KOREA , NEARLY TEN MONTHS AFTER A BAN ON AMERICAN BEEF WAS LIFTED. NINE TONS OF BONELESS BEEF WAS UNLOADED MONDAY MORNING IN SEOUL . BEFORE GOING ON SALE , THE MEAT WILL UNDERGO A SERIES OF INSPECTIONS. MANY SUPERMARKETS ARE REPORTEDLY NOT RUSHING TO STOCK THE BEEF UNTIL CONSUMER DEMAND PICKS UP. SOUTH KOREAN OFFICIALS LIFTED THE BAN IN JANUARY, BUT DELAYED IMPORTS FOR SEVERAL MONTHS CITING SAFETY CONCERNS.

NEW WHEAT VIRUS : SCIENTISTS IN KANSAS SAY THEY'VE DISCOVERED A NEW WHEAT VIRUS. CALLED 'TRITICUM MOSAIC ' , THE VIRUS WAS FIRST DETECTED LAST SPRING IN A NUMBER OF LOCATIONS. AT THIS POINT, RESEARCHERS AT KANSAS STATE SAY THERE IS NO INDICATION THE VIRUS HAD A SIGNIFICANT YIELD IMPACT ON THE 06 CROP. THEY ARE STILL TRYING TO DETERMINE JUST HOW MANY FIELDS THE VIRUS HIT THIS YEAR...AND WHAT SORT OF WEATHER CONDITIONS IT FAVORS.

FSA OFFICE CLOSING : IN KANSAS , THE STATE FARM SERVICE AGENCY IS LOOKING TO CLOSE 11 FIELD OFFICES, BUT WON'T SAY WHICH ONE'S ARE ON THE LIST. AT THIS TIME THE PROPOSAL IS BEING REVIEWED BY THE NATIONAL OFFICE. IF APPROVED, THE AGENCY PLANS TO HOLD PUBLIC MEETINGS IN THE AFFECTED COUNTIES BEFORE SUBMITTING A FINAL PROPOSAL. IN ALL, 19 STATES HAVE NOW SUBMITTED CLOSURE PLANS TO WASHINGTON , BUT NONE HAVE IDENTIFIED EXACT NUMBERS OR SPECIFIC LOCATIONS.

GROW AND GO : THE EPA IS LAUNCHING A VOLUNTARY INITIATIVE ENCOURAGING BUSINESSES TO TRY OUT ETHANOL AND BIODIESEL. THE NEW SMARTWAY GROW AND GO PROGRAM AIMS FOR 25% OF BUSINESSES ALREADY TAKING PART IN AN EPA EMISSIONS REDUCTION PROGRAM TO BE USING RENEWABLE FUELS BY 2012. BY 2020, THE GOAL IS FOR 50% OF THE COMPANIES TO HAVE MADE THE SWITCH. COMPANIES ENLISTED IN THE NEW GROW AND GO PROGRAM ARE INVOLVED WITH THE EPA-SPONSORED SMARTWAY TRANSPORT PARTNERSHIP, WHICH AIMS FOR THE FREIGHT INDUSTRY TO VOLUNTARILY ADJUST THEIR SHIPPING OPERATIONS TO REDUCE EMISSIONS. CURRENTLY, 481 COMPANIES, INCLUDING COCA-COLA, ARE PART OF THE INITIATIVE. NOT EVERYONE IS ON BOARD WITH THE PROGRAM. WHILE APPLAUDING THE EPA FOR ITS EFFORTS, THE UNION OF CONCERNED SCIENTISTS SAYS IT WILL NOT BE ENOUGH TO EASE AMERICA 'S DEPENDENCE ON FOREIGN OIL.

BRADLEY TRIBUTE : NOW WE WANT TO PAY TRIBUTE TO A GOOD FRIEND. FOLLOWING A COURAGEOUS BATTLE WITH CANCER, GARY BRADLEY PASSED AWAY LAST WEEKEND IN ST LOUIS . FOR YEARS, GARY WAS AN INVALUABLE RESOURCE WHILE SERVING IN THE COMMUNICATIONS DEPARTMENT AT THE NATIONAL CORN GROWERS ASSOCIATION. BUT MORE THAN THAT, GARY WAS A MAN WHO SPREAD JOY EVERYWHERE HE WENT AND HE WILL BE GREATLY MISSED.

ROUND-TABLE : AGRI-BUSINESS DIRECTOR AL PELL SITS DOWN WITH RICHARD BROCK OF BROCK ASSOCIATES AND CHRIS HURT, AG ECONOMIST FROM PURDUE.

JOHN'S WORLD : THERE HAS BEEN A LOT OF QUIET SMILING THE COMBINES AND HARVESTERS OF AMERICA THIS FALL; NOT NECESSARILY BECAUSE OF YIELDS, WHICH IS CERTAINLY MY CASE BUT BECAUSE WE ARE ENJOYING A BUMPER CROP OF A MORE PRECIOUS COMMODITY: HOPE. FOR THE FIRST TIME IN MY CAREER, I AM STRUGGLING TO CURB MY ENTHUSIASM. IT IS NOT JUST ABOUT THE PROSPECT OF HIGHER PRICES AND PROFITS ON MANY DIFFERENT CROPS; THERE IS GOOD NEWS TO GO AROUND FOR ALL KINDS OF PRODUCERS. THE SPECIAL VALUE FOOD INDUSTRY OFFERS A BRIGHT FUTURE FOR AGRARIAN FARMS – THOSE WHOSE PRODUCTION METHODS ADD VALUE TO SOME CONSUMERS. THE BIOFUELS REVOLUTION CHALLENGES INDUSTRIAL FARMERS LIKE ME TO UNLEASH OUR FULL POTENTIAL TO POWER OUR COUNTRY WHILE LITERALLY FEEDING OUR SHEEP. FINALLY THE RURAL LIFESTYLE WILL CONTINUE TO ATTRACT RECREATIONAL FARMERS TO GRACE THE LANDSCAPE WITH THEIR PICTURESQUE FARMS AND RURAL CULTURE WITH THEIR KNOWLEDGE AND EXPERIENCES. I KNOW THESE VARIOUS FACTIONS WILL DISAGREE ON WHO IS AMERICA 'S FAVORITE – THAT IS THE NATURE OF FAMILIES. BUT THE APPROACH OF PROSPERITY MEANS WE HAVE THE OPPORTUNITY TO RETURN TO AN AGRICULTURE WHERE GOVERNMENT IS REDUCED TO ITS EFFECTIVE ROLES OF REFEREE OF FREE MARKETS, INSPECTOR OF OUTPUT, AND MONITOR OF SAFE PRACTICE INSTEAD OF DECIDER OF WHO FARMS AND DOES NOT. INSTEAD IF WE ALLOW IT, CUSTOMERS WILL CHOOSE VIA FREE MARKETS. THAT'S ENOUGH TO MAKE ANY FARMER SMILE. 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.

SALMONELLA OUTBREAK : IT LOOKS LIKE A BAD BATCH OF PRODUCE COULD BE THE CAUSE OF A WIDESPREAD SALMONELLA OUTBREAK. NOTING REPORTS OF THE ILLNESS PEAKED IN LATE SEPTEMBER, FEDERAL INVESTIGATORS BELIEVE THE OUTBREAK IS OVER, BUT NOT BEFORE SICKENING MORE THAN 170 PEOPLE IN 19 STATES. ACCORDING TO THE ASSOCIATED PRESS, THE CENTERS FOR DISEASE CONTROL THINK THE BACTERIA MAY HAVE SPREAD THROUGH SOME FORM OF PRODUCE WITH MOST OF THE ATTENTION FOCUSED ON LETTUCE AND TOMATOES. THE CDC DETECTED THE OUTBREAK TWO WEEKS AGO THROUGH A NATIONAL COMPUTER SYSTEM WHICH FLAGS PATTERNS OF FOOD-BORNE ILLNESS.

E. COLI – WILD PIGS : FEDERAL INVESTIGATORS BELIEVE WILD PIGS MAY BE TO BLAME FOR A DEADLY E. COLI OUTBREAK IN CALIFORNIA 'S SALINAS VALLEY . ACCORDING TO DTN, SAMPLES TAKEN FROM SPINACH FIELDS IN QUESTION TESTED POSITIVE FOR THE STRAIN OF E. COLI THAT KILLED THREE PEOPLE AND SICKENED MORE THAN TWO HUNDRED OTHERS ACROSS THE NATION. WILD BOARS ARE PRESENT IN THE REGION, ROAMING THROUGH FIELDS AND RANCHES IN SEARCH OF FOOD.

ANIMAL ID : STARTING MARCH OF NEXT YEAR, ALL BEEF CATTLE AND DAIRY PRODUCERS IN MICHIGAN WILL BE REQUIRED TO HAVE THEIR ANIMALS FITTED WITH RADIO FREQUENCY ID EAR TAGS. IF THEY DON'T COMPLY, THEIR ANIMALS WILL BE TURNED AWAY AT AUCTION OR FARM-TO-FARM SALES. IT'S AN AGGRESSIVE MOVE THAT COULD LEAD THE NATION IN ANIMAL IDENTIFICATION PRACTICES. MICHIGAN IS USING THE USDA'S 840 RF ID TAG THAT IS APPROVED FOR THE NATIONAL ANIMAL IDENTIFICATION SYSTEM.

SPIRIT OF THE HEARTLAND – BARN ON THE MOVE : WE BEGIN WITH THE STORY OF AN OLD BARN ON THE MOVE. LAST WEEK, A 48 TON, 150 YEAR OLD BARN IN A NORTHERN INDIANA GOT A NEW HOME. TO MAKE THE MOVE, CREWS HAD TO LIFT THE BARN OFF ITS FOUNDATION, AND HITCH IT TO A TRAILER. THE BARN WILL BE PART OF A PROGRAM TEACHING KIDS ABOUT FARMS, LIVESTOCK AND THE VALUE OF NATURE.

FFA CONVENTION WRAP : THE 79 TH ANNUAL FFA CONVENTION IS IN THE BOOKS, AN EVENT THAT ATTRACTED MORE THAN 55 THOUSAND BLUE COAT WEARING TEENAGERS TO INDIANAPOLIS . AS SCOTT KINRADE REPORTS, WHILE PROUD OF ITS HERITAGE, THE ORGANIZATION HAS ITS EYE ON THE FUTURE.

ROOT DIG- WATER MANAGEMENT : WE HEAD TO MY FARM NOW FOR MORE ON WHAT I LEARNED FROM A ROOT DIG CONDUCTED BY FARM JOURNAL FIELD AGRONOMIST KEN FERRIE. TODAY'S FOCUS: WATER MANAGEMENT. AND TO LEARN MORE ABOUT THIS EXPERIENCE, YOU CAN READ AN ARTICLE I WROTE THAT CAN BE FOUND IN THE NOVEMBER ISSUE OF FARM JOURNAL, HITTING MAILBOXES THIS WEEK.

TRACTOR TALES : TRACTOR TALES THIS WEEK FEATURES AN OLD MCCORMICK TRACTOR THAT, THANKS TO AN INDIANA COLLECTOR, LOOKS BETTER THAN EVER.

COUNTRY CHURCH SALUTE : OUR COUNTRY CHURCH SALUTE THIS WEEK SPOTLIGHTS MANFIELD LUTHERAN CHURCH IN ALDEN MINNESOTA . THEY CELEBRATED 125 YEARS OF AMAZING GRACE THIS PAST JUNE. WE THANK DENISE KLUENDER FOR SENDING THE STORY AND PHOTOS OF HER 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.

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