

## Secretary Johanns talks CRP and Trade Issues with Beef Producers

Denver, CO – Secretary of Agriculture Mike Johanns used this year’s National Cattlemen’s Beef Association (NCBA) Conference to promote the Farm Service Agency’s Conservation Reserve Program, CRP’s 20th Anniversary and to talk about beef safety and trade issues. In his address, Johanns invited conferees to stop by the FSA display in order to learn more about CRP and the anniversary.

Secretary Johanns was the featured speaker Feb. 3. In addition to CRP, he told the audience, many of them clad in cowboy hats and boots, that “the demand for beef continues to be very strong.” He also said that according to at least one economic report, prices were higher than anticipated. Johanns attributed those positive factors to “unwavering consumer confidence in the safety of American beef.”

Johanns said he is “pushing hard” to recapture international trade that had been marred by the cattle disease BSE. Many Asian nations have resumed beef purchases in recent weeks, including Hong Kong, Singapore, South Korea and Taiwan. Mexico also has renewed purchases of bone-in beef products.

“The world is showing confidence in the safety and the quality of our beef products,” Johanns said.

He acknowledged a setback with Japan, however, committing the USDA to a thorough and rapid investigation of the failures to comply with Japan’s high safety standards. Johanns announced a 12-step plan to assure future compliance, thanking the beef producers for their support in this effort.

A complete transcript of Secretary Johanns’ speech is at [http://www.usda.gov/wps/portal/!ut/p/\\_s.7\\_0\\_A/7\\_0\\_1OB?contentidonly=true&contentid=2006/02/0036.xml](http://www.usda.gov/wps/portal/!ut/p/_s.7_0_A/7_0_1OB?contentidonly=true&contentid=2006/02/0036.xml).)

FSA’s 20-foot booth promoting CRP’s 20th Anniversary was prominently located next to NCBA’s own booth. The Colorado FSA staff hosted the display led by State Executive Director Lewis Frank. Among the FSA delegation was Margaret Wright, agricultural program chief; David Schneider, state e-GOV coordinator; Jenny Peterson, program specialist; Leon Sanders, agricultural program specialist; and Robert Moos, state GIS specialist.

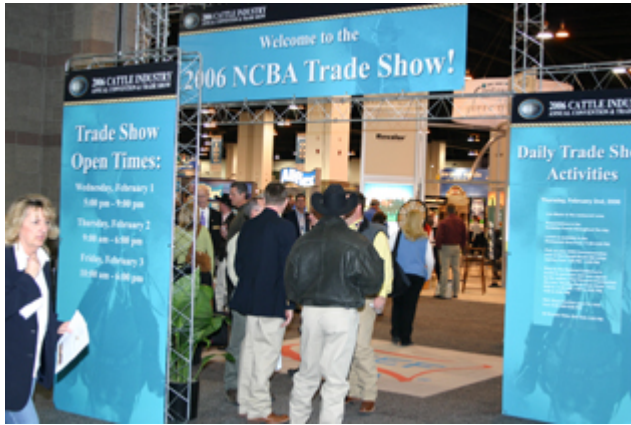
The timing of the CRP promotion could not have been better. Just two day prior to the event, Secretary Johanns made two major announcements: First, that FSA will offer contract re-enrollments and extensions to landowners whose CRP contracts expire between 2007 and 2010; and second, that FSA will be conducting a general CRP sign-up from March 27 through April 14.

In addition to promoting CRP, the Colorado FSA crew also demonstrated for trade-show visitors its Geographic Information System (GIS) and the cyber world of eGov.

The FSA booth was one of about 250 booths at the annual NCBA conference, which ran between Feb. 1-3.



Secretary of Agriculture Mike Johanns (on stage and on the big monitor) speaks to the 2006 National Cattlemen’s Beef Association annual conference in Denver.



The 2006 National Cattlemen's Beef Association Trade Show kicked off on Wednesday evening with a reception. More than 250 exhibitors, including the FSA, were on hand to promote products and services to about 5,000 conference attendees.



Colorado State Executive Director Lewis Frank (left) was on hand to open the FSA booth at the National Cattlemen's Beef Association Trade Show.



Robert Moos (right), state GIS specialist, walks a trade show visitor through the Geographic Information System, demonstrating how fields and tracts are delineated.



David Schneider, state e-GOV Coordinator, (sitting) logs on to the eGov computer while Jenny Peterson, program specialist, talks with Fredrick Drummond (right) of Pawhuska, Oklahoma.



David Schneider, state e-GOV Coordinator, (standing) guides a trade show visitor through eGov. Schneider and Margaret Wright, agricultural program chief, were able to sign up several visitors so they could access their Customer Statements and Financial Inquiries via the Internet.



Margaret Wright, agricultural program chief, (center) works to sign-up and authenticate another trade show visitor.



Leon Sanders, agricultural program specialist, (second from left), talks up the Conservation Reserve Program with a group of young cattlemen visiting the trade show.

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