



# Broadcasters Letter

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Letter No. 3481

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**ANIMAL ID NUMBERS FOR U.S.** – The USDA's Animal and Plant Health Inspection Service (APHIS) is reserving the use of animal identification numbers with the 840 prefix to only animals born in the United States. The number 840 is the U.S. country code and appears at the beginning of all animal identification numbers issued in this country. "The ability to quickly locate an animal's origin during an animal disease investigation is absolutely essential," said Bruce Knight (September 18), under secretary for marketing and regulatory programs. "The more quickly we can determine the source and extent of an outbreak, the more effectively we can contain it. The use of animal identification numbers with the 840 prefix on U.S.-born animals provides animal health officials with key information about the animal's origin immediately." Full story: [www.aphis.usda.gov](http://www.aphis.usda.gov). **Contact: Joelle Schelhaus (301) 734-0595.**

**HELP FOR WIC NUTRITION DELIVERY** – USDA Secretary Ed Shafer announced (September 18) \$9 million for state agency technology improvements to the Special Supplemental Nutrition Program for Women, Infants, and Children ("WIC"). The grants subsidize the development, implementation, and transfer of newer, more capable computer systems and electronic benefit transfer (EBT). "USDA is committed to delivery and accuracy of support for qualified women and their children to have the benefit of nutrition," said Shafer. "Offering EBT cards gives families needed access to benefits without the delay and stigma of paper coupons." Full story: [www.usda.gov/newsroom](http://www.usda.gov/newsroom). **Contact: Regan Hopper (703) 305-2281.**

**\$5 MILLION FOR FOOD STAMP PROGRAM** – Agriculture Secretary Ed Schafer announced (September 17) \$5 million in grants for six state agencies, one local agency and a non-profit organization to simplify the Food Stamp Program application and eligibility systems and improve access to program benefits for America's low-income households. "The federal government plays an important role in combating food insecurity and hunger, but we can not do it alone. Partnerships are needed at all levels to reach those most in need," said Schafer. "These grants will achieve our goal of increasing program access and participation among America's most vulnerable citizens." **Contact: Regan Hopper (703) 305-2281.**

**\$9.4 MILLION FOR RESEARCH, EDUCATION AND EXTENSION** – Agriculture Under Secretary Gale Buchanan announced (September 16) more than \$9.4 million for research, education and extension in the genomics of sunflower, black cherry, peach, strawberry, apple, lettuce, potato and tomato to researchers and educators at eight universities. Valued at more than \$49 billion, the U.S. specialty crop industry is a major contributor to the U.S. economy. "These grants will create new knowledge, information, genomic resources and seeds that may improve fruit quality, yield, drought tolerance and disease resistance in specialty crops," said Gale Buchanan, USDA chief scientist and under secretary for Research, Education and Economics. "This research is also expected to create new educational, training and extension avenues for students and the public in the area of fruit and vegetable crop sciences." **Contact: Jennifer Martin (202) 720-8188.**

**FCIC BOARD OF DIRECTORS** – Agriculture Secretary Ed Schafer announced (September 15) the appointment of insurance agent Susan C. Rogers and family farmer James C. Nickel to vacancies on the Federal Crop Insurance Corporation's (FCIC) Board of Directors. Each will serve 4-year appointments ending September 5, 2012. Rogers, of Kingman, KS, has owned her own crop insurance agency for 15 of her 20 years in the insurance business, and will be filling the insurance industry vacancy on the board. She also shares ownership of a small agricultural business selling farm supplies and providing custom hay and feed cutting. Nickel, a farming industry appointee from Bakersfield, CA, is a sixth generation California farmer with a background in agribusiness, project management, and agricultural industry policy. **Contact: Shirley Pugh (202) 690-0437.**

**USDA CHANGES MONTANA'S CLASS FREE BRUCELLOSIS STATUS** – The USDA's Animal and Plant Health Inspection Service (APHIS) is amending (September 15) its brucellosis regulations concerning interstate movement of cattle by changing Montana's classification from Class Free to Class A. This action is necessary to prevent the spread of brucellosis. In order for a state to attain Class Free status, all cattle herds within that state must remain free of *Brucella abortus* for a period of 12 consecutive months preceding classification as Class Free. Montana attained Class Free state status in June 1985. In May 2007, a single brucellosis affected cattle herd was confirmed in the state. Montana took immediate measures to maintain its Class Free status according to federal regulations. However, on June 9, 2008, another brucellosis affected herd was confirmed. Both infected herds were within the Greater Yellowstone Area (GYA), which houses the last known reservoir of brucellosis in the United States. With the discovery of the second affected herd, APHIS determined that Montana no longer meets the standards for Class Free status. Full story: [www.aphis.usda.gov/newsroom](http://www.aphis.usda.gov/newsroom). **Contact: Karen Eggert (301) 734-0603.**

**MODELING MUSSELS** – Marine aquaculture, farming in the ocean, focuses on environmentally friendly and sustainable methods to cultivate marine biomass for human consumption. With funding from USDA's Cooperative State Research, Education and Extension Service (CSREES), a project team in Maine has measured the environmental impact of mussel rafts, an aquaculture method used to grow shellfish in coastal New England. Carter Newell and John Richardson used a combination of field data and an advanced numerical model to determine how a variety of bivalves, including manila clams, geoducks and Pacific oysters, consume the particles that reach the ocean floor. For more information, visit [www.csrees.usda.gov](http://www.csrees.usda.gov). **Contact: Jennifer Martin (202) 720-8188.**

**NEW MEXICO'S BOVINE TUBERCULOSIS STATUS CHANGES** – The USDA's Animal and Plant Health Inspection Service (APHIS) is reclassifying (September 11) New Mexico as modified accredited advanced for bovine tuberculosis (TB). Although this action is consistent with the reclassification of other accredited-free states with two or more TB-affected herds during a 48 month period, intact heifers still can be shipped interstate if moved directly to a feedlot or in feeder channels. Also, the movement of spayed heifers and steers, cattle from a TB-accredited free herd and cattle or bison less than 6 months of age, can continue. APHIS is working closely with New Mexico animal health officials to conduct a comprehensive risk assessment to further examine the state's TB status. **Contact: Cindy Ragin (301) 734-3255.**

## FROM OUR RADIO SERVICE

**AGRICULTURE USA CD # 39.08** – Increasing grocery prices and safety concerns are leading some Americans to discover, or rediscover, the ways previous generations grew, prepared, and stored food, as Rod Bain explores in this edition of *Agriculture USA*.

**CONSUMER TIME CD # 39.08** – 70 year old Food Stamp program gets a facelift. Ask questions first and make financial decisions later. Community garden project puts food on the table. Get your Smokey on. Expert answers some strange food questions.

**AG UPDATE CD # 39.08** – September crop production overview. A suggestion for country of origin labeling implementation. The Asian Longhorn Beetle found in Massachusetts. Fall planted crop insurance sign up deadline approaching. Exploring sorghum as potential biofuel.

**UPCOMING ON THE USDA RADIO NEWS LINE** – September 23, weather and crop summaries. September 25, strawberries: world markets and trade; potato outlook; citrus fruit outlook. September 26, livestock slaughter report; quarterly hogs and pigs report; fruit and tree nut outlook. September 29, agricultural prices report; crop progress report. **These are USDA reports we know about in advance. The newsline carries many stories every day that are not listed in this lineup.**

### USDA Radio Newsline, 202-720-6776, 5:00pm ET

Or go to [www.usda.gov](http://www.usda.gov), click on Newsroom at top of the page, scroll down on right side of page until you see Radio and TV. Then click on Daily Radio News Service or Weekly Radio Feature Service. To request radio features on CD, fax name, station, and address to 202-690-2165.

## FROM OUR TELEVISION SERVICE

### Features:

**USDA ADVISORS HELP REBUILD IRAQI IRRIGATION** – Without water there is no farming. USDA advisors are in Iraq trying to help rebuild irrigation systems in that war-torn nation. The USDA's Bob Ellison has more.

**USDA ASSISTS FLOOD RECOVERY IN ILLINOIS** – USDA programs are helping to restore fields and levees damaged by this year's Midwest storms and floods. Bob Ellison has more.

**TURNING ORANGE PEELS INTO ETHANOL** – USDA researchers have figured out how to turn orange peels into ethanol and now the private sector wants to take it to the next level. The USDA's Bob Ellison has more from Winter Haven, FL.

**TV SATELLITE NEWSFEED** – Scripts for features are available at: [http://www.usda.gov/wps/portal/!ut/p/s.7.0.A/7.0.2E5?navid=BM\\_TV\\_CONT&parentnav=BM\\_RT&navtype=RT](http://www.usda.gov/wps/portal/!ut/p/s.7.0.A/7.0.2E5?navid=BM_TV_CONT&parentnav=BM_RT&navtype=RT). The feed is available Thursday from 4:15pm to 4:30pm. ET from **Satellite GALAXY 28 (C- Band) Transponder 12, downlink frequency 3940 MHZ, polarity vertical, 89 degrees west longitude, audio 6.2/6.8, trouble number: (202) 331-8882.**

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, 202-720-4623, or write: 1400 Independence Avenue S.W., Mail Stop 1300, USDA, Office of Communications, Washington, D.C. 20250-1300. Internet e-mail: [larry.quinn@usda.gov](mailto:larry.quinn@usda.gov).

## OFF MIKE

**MAKING WAVES, LIFTING TIDES . . .** is not the latest hurricane news. It's the theme of the 2008 Annual Convention of the National Association of Farm Broadcasting (NAFB), November 12-14, at the Westin Crown Center in Kansas City. During the convention, results of the 2008 National Producer Media-Use Wave Study will be announced. This research will reflect what 2,400 large crop and livestock producers say about the agri-media they favor. This study comes 10 years after the first wave study was commissioned by NAFB in 1998-99. A six-hour Trade Talk session will generate many hours of airtime for participating agribusinesses and agricultural associations. NAFB President-elect **Pam Jahnke** (WTDY/Q106 Radio, Madison, WI) is program chair for the convention. She said, "On Friday morning, we're going to the Kansas City Board of Trade. It should give all members a chance to see a live trade floor in action." Several bakery industry representatives will discuss "their side of higher commodity prices." Broadcasters also will be trained on "what to expect if there's a biosecurity breach." Participants will receive a certificate upon completion of the workshop.

**ON-LINE REGISTRATION . . .** for the 2008 annual meeting is available now by going to [www.nafb.com/2008convenreg.aspx](http://www.nafb.com/2008convenreg.aspx). A reduced registration fee is available if broadcasters and associates sign up by October 17. **Randy Koenen** (Red River Farm Network, Grand Forks, ND), NAFB President, expects more than 100 farm broadcasters and a total of 600 delegates, including allied industry, management/sales and agribusiness participants. Secretary of Agriculture **Ed Schafer** is invited to host a news conference as the 2008 convention opens and to address the opening luncheon where NAFB student scholarships will be announced.

**NAFB FOUNDATION . . .** is once again selling a limited edition scale model toy tractor to raise funds for foundation projects such as the farm broadcasting scholarships awarded to college students each year. **Joe Ertl**, founder of Scale Model Toys, has personally autographed each of the Massey Ferguson 1150, numbered, 1/16 scale toy tractors for the NAFB. To make it a unique toy for the organization, Joe designed a replica of a tractor radio mounted to the fender. There are only 200 of these tractors being produced, and they will be sold to benefit the NAFB Foundation. Numbers 6-200 will be available to the public for sale. Numbers 1-5 will be auctioned live during the Foundation Auction and Reception at the NAFB Convention on November 13.

**LARRY A. QUINN, Assistant Director**  
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