

THE Agricultural Business Council of Kansas City

April 6, 2012

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UPCOMING COUNCIL EVENTS

April 19

Craig Wallace,
CEO & North American Zone
Director, Ceva Animal Health
Chair, Animal Health Corridor
11:30 am
American Royal

May 16

Mariner Kemper
UMB Bank
11:30 am
American Royal

DFA: "More Cooperative"

New Animal Health Corridor Chair to Speak to Council in April



As the featured speaker at the Agricultural Business Council's monthly luncheon, April 19, Craig Wallace will speak to the Council about the Strategic Priorities of the Kansas City Animal Health Corridor.

Craig Wallace oversees all U.S. and Canadian operations for Ceva Animal Health. He brings extensive experience in the animal health industry, having spent 22 years at Fort Dodge Animal Health where he progressed through several roles, finally as Vice President, U.S. Sales. Prior to joining Ceva he helped expand the North America Operations for pet insurance firm Trupanion as Senior Vice President.

Wallace serves as Chair of the Kansas City Animal Health Corridor Advisory Board.

The monthly luncheon will take place at the American Royal starting at 11:30. For more information visit: www.agbizkc.com

Mayor James Touts Partnerships, Promotes The Region



Among the several points Kansas City Mayor Sylvester "Sly" James made during his talk to Council members at the March luncheon meeting, his strongest message was aimed at

At its 14th Annual Meeting in Kansas City, the Dairy Farmers of America introduced a new tagline, More Cooperative, to characterize its commitment to deliver more resources for members, more quality for customers and more leadership in the industry.

President and CEO Rick Smith recapped business performance during the past year. Throughout 2011, DFA directed the marketing of 63 billion pounds of milk for both members and nonmembers through consolidated entities and unconsolidated affiliates - representing about 30 percent of total milk production in the U.S. Raw milk accounted for approximately 74 percent of DFA's consolidated net sales in 2011 which amounted to \$3.4 billion from its commercial operations compared to \$2.4 billion in 2010.

Cash returned to members in 2011 was \$49; and they received \$41 million in equity retirements and \$8 million of allocated patronage dividends. Earnings of affiliates were \$39 million in 2011, and cash distributions from DFA affiliates totaled \$27 million.

Join the team at the American Royal

The American Royal has an opening for an event coordinator with primary responsibility for the Association's parade and marketplace activities. This is an entry-level position. Key attributes for the successful candidate will be exceptional organizational skills, attention to detail and initiative.

Interested candidates may wish to visit the Association's web site (www.americanroyal.com) for further perspective on the group's activities. For further information, contact Bryden Becker at brydenb@americanroyal.com or by telephone at (816) 569-4010.



strengthening the agriculture industry in the region. The area needs to grow its agriculture business, he said, to jump start the overall economy. He explained that the region's agriculture heritage is its strength - it is what makes the people and businesses here unique.

"We're not only right in the center of the country, we're right in the middle of the continent, and if we grow it here we need to ship it from here," Mayor James said, emphasizing the importance and need for regional agribusinesses to further expand its agriculture footprint not only locally but across the nation and around the world. He advised the city to get over its insecurities about being a cowtown "because that's a strength."

[Continued here...](#)

Organic Growers' Lawsuit Against Monsanto Dismissed

Calling the lawsuit "a transparent effort to create a controversy where none exists," the US District Court for the Southern District of New York dismissed a lawsuit brought by The Organic Seed Growers and Trade Association (OSGATA) and dozens of other plaintiff growers and organizations against Monsanto Company. OSGATA and plaintiffs in the case alleged that they did not want to grow crops containing Monsanto's biotechnology traits but feared a patent-infringement lawsuit in the event the company's traits happened to enter their fields inadvertently through, for example, cross-pollination.

[Continued here...](#)

DFA Announces Acquisition and Development Plans



With the recent acquisition of Guida's Milk, a family-owned dairy operating in New Britain, Connecticut, since 1932, the Dairy Farmers of America will be adding innovative, high quality dairy products to its portfolio of commercial dairy businesses and brands. The DFA said Guida's Milk's long-standing relationships with customers and its comprehensive line of dairy products made it a natural fit for the DFA. The acquisition of Guida's Milk aligns with the Cooperative's mission, said an official.

[Continued...](#)

KBA Approves Funds For Area Animal

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John Deere

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Jim Gray
Heartland Plant Innovation Center

J.J. Jones
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Steve Lightstone
CC Capital Advisors

Damon New
First State Bank & Trust

Don Nikodim
Missouri Pork Association

Diane Olson
Missouri Farm Bureau Federation

Kristen Parman
Livestock Marketing Association

John Shostak
Kansas Farm Bureau

Health Projects

The board of directors of the Kansas Bioscience Authority authorized approximately \$1.68 million for investment in animal health research and development ventures that will be based in the area. At the board meeting March 6, the KBA also targeted another \$1.65 million for human health and biomedical projects in the region.

Kansas City-based Aratana Therapeutics which focuses on developing new medicines for companion animals will receive \$1.3 million over a two-year period. The grant will support the chemistry, manufacturing, control and clinical research as Aratana prepares two of its compounds for regulatory approval. Aratana has attracted a New Zealand company, Argenta, and New Jersey-based AlcheraBio to the Animal Health Corridor to help in the effort. Argenta opened a research and development facility in Lawrence, Kansas, while AlcheraBio will operate in Kansas City.

[Continued...](#)

NCBA Responds to New Study Disparaging Red Meat

The beef industry responded to the Harvard School of Public Health's new study suggesting red meat consumption is related to increased risk of several chronic diseases by saying scientific evidence continues to support the role of lean beef in a healthy, balanced diet and physically active lifestyle. The NCBA said nothing in the study changes that fact. The study was reported in the March 12 online edition of the Archives of Internal Medicine.

NCBA Executive Director of Human Nutrition Research Shalene McNeill, PhD, RD, said, "Overall, lifestyle patterns including a healthy diet and physical activity, not consumption of any individual food, have been shown to affect mortality."

[Continued...](#)

Join the American Royal

Become a stakeholder of the American Royal by signing up as a 2012 Governor of this venerable Midwest institution. Now in its 113th year, the American Royal celebrates agrarian heritage and values and along the way hosts 30-some events during the fall months, including the World Series of Barbecue®, ProRodeo, livestock show, a series of horse shows, a parade and many other family-oriented events.



As a Governor of the American Royal, you can be part of it all. And remember, the underlying mission is to benefit youth, scholarship and

Amber Spafford
Osborn Barr Communications

Steve Taylor
Missouri Agribusiness Assoc.

Tracy Thomas
U.S. Premium Beef

Bob Thompson
Bryan Cave LLP

Jere White
Kansas Corn Growers Association

Shrene White
Cargill/Horizon Milling

Loyd Wilson
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education. This year the American Royal is offering new and returning Governors an unprecedented list of benefits. And they start immediately! For more information on how you can become an American Royal Governor, [click here](#).

Senator Moran Questions Youth Farm Rules

During a Department of Labor/HHS Appropriations Subcommittee hearing on March 14, Sen. Jerry Moran (R-Kansas) questioned U.S. Labor Secretary of Labor Hilda Solis about her Department's proposal to ban youth under the age of 16 from participating in many common farm-related activities. As currently drafted the proposal would prohibit youth from driving equipment and use tools they have traditionally operated for generations on their families' farms.

Sen. Moran says the DOL's proposal is not only an unprecedented overreach by the federal government, but would also fundamentally alter rural America. "A major concern I have," said the senator, "and a question I continually find myself asking is this: If the federal government can regulate what youth can do on their own family farm, what can't it regulate?"

[Continued...](#)

More Market Farmers Need for K.C. Area

The number of farmers markets around the U.S. grew by 17 percent last year to 7,175. But the Kansas City "food shed" is trailing other metropolitan areas in farm production, says Cary Rivard, KSU Research and Extension horticulturist. So the Growing Growers program of Kansas City is looking for apprentices to apply to participate - by April 9.

Apprentices accepted into the Growing Growers, a USDA grant program started in the early 2000s, learn the basic skills and knowledge for farming through on-farm experience and an instructional series of take-home resources and informal training options. Applicants do not necessarily require agricultural experience to qualify. Apprentices commit to being a March-November farm laborer. Host farms' labor needs can range from four hours of volunteer help each Saturday to 40 hours of paid work per week.

[Continued...](#)

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