

THE Agricultural Business Council of Kansas City

December 28, 2011

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UPCOMING COUNCIL EVENTS

January 20

Shook, Hardy, & Bacon
Legal Update
10:30am
Westin Crown Center

February 23

Congresswoman
Lynn Jenkins
11:30 am
American Royal

March 22

KC Mayor Sly James
11:30 am
American Royal

Council Prepares to Welcome New Officers

The Agricultural Business Council of Kansas City has elected its officers for 2012: Chairman Russ Weathers, Agriculture Future of America, and Vice Chair Mike Johannig, John Deere.



Russ Weathers is President and Chief Executive Officer of Agriculture Future of America (AFA). AFA was founded in 1996 and Russ became the organization's first executive in January 1997. Russ attended the University of Missouri in Columbia earning an undergraduate degree in Agriculture Education. He received his Executive Master of General Administration from the University of Maryland, College Park, Md.

Russ taught Vocational Agriculture for three years after graduation from college. He was employed with Farmland Industries, Inc. in Kansas City, Mo., for 16 years, where he held a variety of management positions in the Public Relations Division. He was employed as Vice President of Administration, FCX, Inc., Raleigh, NC, where his responsibilities included communication, human resources, public relations and marketing. Then he moved to be the Vice President of the National 4-H Council in Washington, D.C. responsible for national and international 4-H programming, communication, human resources and training, resource development and management. Before joining AFA, he was the National Executive Director Camp Fire Boys and Girls youth organization headquartered in Kansas City, Mo.

Russ has served as the Council's Vice Chair for the last two years.



Mike Johannig has enjoyed more than 35 years with John Deere in a variety of marketing and customer support capacities. After getting his degree in Agricultural Journalism from the University of Missouri - Columbia, the Glasgow, MO native began his career in the Service Publications department at the John Deere

Join the AFA Team

AFA is currently seeking two talented individuals to join the AFA team in achieving its mission of identifying, encouraging and supporting the next generation of agriculture leaders.

Open positions include *Marketing and Development Coordinator* and *Program Coordinator*.

The *Marketing and Development Coordinator* will be responsible for managing and assisting in the planning and development of AFA marketing, communications and resource development activities.

The *Program Manager* will coordinate the implementation of program strategies and related activities for the organization to fulfill its mission.

Learn more about these positions and find application information at www.agfuture.org/employment

Humane Society targeted by pro-shelter campaign

A recent Associated Press article highlighted the formation of a new group whose purpose is to expose the tactics and goals of the Human Society of the United States (HSUS). The new group, the Human Society for Shelter Pets, is the "brainchild" of conservative public relations executive Rick Berman. who is known for his previous work with Humane Watch. The goal for Berman's HumaneForPets.com is to provide donors and activists a link to local shelters, instead of supporting the anti-agriculture agenda of HSUS.

For more information and to read the AP article, [click here](#).

Senator Moran Initiating Further MF Global Hearings



corporate headquarters in Moline, IL. From there he moved to Ogallala, NE as an Area Service Manager to assist dealers and customers with their product support concerns, then to Fremont, NE as a Territory Manager to work with dealers in their business planning activities.

Mike then moved to Augusta, GA and was responsible for marketing tractors produced there that ranged from 20 - 75 horsepower. He then had the opportunity to move to Waterloo, IA and was Customer Support Manager and later Marketing Manager for the large John Deere tractors up to 600 horsepower that are marketed worldwide. In 2005, Mike moved to his current position of Strategic Marketing Manager at the John Deere Marketing Center, now in Olathe, KS. He is responsible for generating customer insights to support the development of future products and services that will fill unmet needs of large-scale agriculture producers.

The Council welcomes their leadership and looks forward to 2012.

Council's January Meeting Convenes With Governor's Conference

Law firm Shook, Hardy and Bacon will host its annual Legal Update for Council members on Friday, January 20, 2012 at 10:30 am in conjunction with the 43rd Missouri Governor's Conference on Agriculture at the Westin Crown Center. The SHB panel will focus on challenges facing the agriculture industry: agriterrorism, food safety, water and agriculture employment. The SHB team includes Carrie McAtee, Phil Goldberg, William Martucci, James Muehlberger and Terry Satterlee.

The Legal Update session at the Governor's Conference is complimentary for Council members and as such will require separate registration through the Council. Information regarding registration will be forthcoming. The registration fee for the entire conference, which runs from January 19 to 21, is \$200 before December 31, 2011. After that date, the fee is \$300. Registration fees cover all sessions, meals and entertainment (but does not include hotel - which has a special conference rate of \$99). For questions and help with registration, please call (573)751-5521.

The agenda includes these key topics:

- * Peaceful Coexistence - An in depth discussion on the coexistence of conventional, organic and GE food production.
- * The Need for More - Feeding the Billions.
- * The Future of Agricultural Research and Education.
- * Corridor Conversations - A panel discussion with leaders from the Animal Health Corridor companies.
- * Rain, Rivers and Resources - Managing Missouri's rivers.
- * Agriculture and the Environment.
- * National Agriculture Issues.
- * 'Great Exportations.'
- * Agriculture Leadership.
- * Agriculture's Infrastructure - The Need for Investment.

Following the Senate Banking Committee hearings earlier this month on the bankruptcy of MF Global, Senator Jerry Moran (R-Kansas) has requested further sessions with the Committee to get more information. "I continue to be concerned by the lack of answers from government regulators and MF Global about how the shortfall in customer funds occurred," he said.

According to the Wall Street Journal about 36 percent of farmers are invested (not exclusively with MF Global) in the commodities futures market. "I was pleased to recently learn that customers of MF Global should be receiving 72 percent of their money back in the coming weeks," Sen. Moran noted on December 12. While he welcomed that development, he still thought it was insufficient and vowed he would "continue to do what I can to make sure Kansas farmers and ranchers will be able to recover all their money."

2011 Officers & Directors

Elvin Hollon
Chairman
Dairy Farmers of America, Inc.

Russ Weathers
Vice Chair
Agriculture Future of America

Bill Brooks
Secretary/Treasurer
INTL FCStone, LLC

2011 Board of Directors

Cliff Becker
The Center for Food Integrity

Bruce Brinkmeyer
Bayer Animal Health

Wyatt Brummer
The Scoular Company

Pete Anderson: Dealing With Volatility In Commodity Markets



Pete Anderson, President of INTL FCStone, told Council members at the December luncheon meeting that volatility existed for virtually all commodities and everyone faces risk. He gave several reasons for the current situation, citing the cataclysmic convergence of agriculture and energy as a primary source for increases in demand, and thus price, from the food and fuel industries. The Renewable Fuels Standard issued in 2007

accounted for four out of ten bushels of corn being channeled to ethanol production since then.

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Bayer Wins Court Battle Over Flea Product Trademark

Bayer HealthCare LLC, Animal Health Division, Shawnee, Kansas, reached settlements in its trademark infringement cases against India-based Cipla Ltd. and Vanuatu-based Archipelago Suppliers, an operator of several websites. Both companies agreed to immediately cease selling products that infringe on Bayer's Advantage® and Advantix® trademarks.

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Horse Slaughter Ban Lifted, But No Funds Approved For USDA Inspectors

In a quiet move, with a measure tacked onto the Consolidated and Further Continuing Appropriations Act of 2012 (legislation that allows the government to keep borrowing to keep operating), Congress lifted the ban on funding for horse meat inspections. The ban effectively had shut down horse slaughter plants in the U.S in 2007 when Congress dismantled the USDA's ability to inspect the facilities. The \$65 million slaughterhouse business folded, and unwanted, old or sick horses, instead had to be shipped to Canada and Mexico, often inhumanely, to be processed under further potentially inhumane conditions.



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Olathe Animal Health Company Obtains Additional Funding

Frank Bryant
SES, Inc.

Tim Daugherty
Land O'Lakes

Jim Gray
Heartland Plant Innovation Center

Mike Johanning
John Deere

J.J. Jones
Kansas Dept of Agriculture

Damon New
First State Bank & Trust

Don Nikodim
Missouri Pork Association

Diane Olson
Missouri Farm Bureau Federation

Nancy Robinson
Livestock Marketing Association

John Shostak
Kansas Farm Bureau

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
Missouri Dept. of Agriculture

Ex Officio Members

Mike Beam
Kansas Livestock Association

Gina Bowman
CVR Energy

Aratana Therapeutics, a developer of innovative medicines for companion animals, closed on a \$15 million Series B financing arrangement on December 7, bringing the total capital it has raised in 2011 to \$31 million. Aratana was launched earlier this year, and its investors include the Ewing Marion Kauffman Foundation.

Aratana licenses and develops proprietary, patent-protected compounds acquired from human pharmaceutical and biotechnology companies, and then licenses to or partners with major animal health companies for commercialization.

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National Beef Sells Ownership Interest To Leucadia National Corporation

U.S. Premium Beef, LLC (USPB) and National Beef Packing Company, LLC (National Beef) announced in early December that National Beef has entered into a Membership Interest Purchase Agreement with Leucadia National Corporation (Leucadia). Under the agreement, Leucadia will acquire approximately 79 percent of the outstanding ownership interests in National Beef. The operations and management structure of National Beef will remain unchanged.

"This transaction will enable us to address the liquidity desires of USPB's diverse producer ownership base while maintaining our highly successful cattle supply system and a sizable investment in beef processing," said Steve Hunt, CEO of USPB. "Leucadia is a diversified holding company engaged in a variety of businesses; its broad and deep experience will enhance our partnership. Our goals for the future of National Beef are aligned, and we look forward to a long and successful partnership."

[Continued here...](#)

KSU Chosen for International Research and Development Grant

A Kansas State University research and development proposal to develop new, grain-based food products to improve nutrition and health in developing countries has been selected for funding. The \$3 million award is the largest of six awards recently announced by the USDA. Also, it is the only one with a heavy focus on research and development - among all awards in this global food security effort organized by the Micronutrient Fortified Food Aid Products Pilot (MFFAPP) initiative of USDA's Foreign Agriculture Service (FAS).



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Commerce Bank President Touts Local Business Growth, Pride in Kansas City

Calling on Kansas Citians to "take our rightful place as 'America's Best Place to Succeed,'" Commerce Bank President Kevin Barth listed of host of positive steps the area has taken in an op-ed piece appearing in the Dec. 23 issue of the ***Kansas City Business Journal***.

While noting that Kansas City, like all major metropolitan areas, faces challenges, Barth praised the economic growth and recent business developments made in the Kansas City area. From the opening of the Kauffman Center, to the success of Sporting Kansas City and the inaugural season at Livestrong Park, to the expansion of Boehringer Ingelheim, all have contributed to Kansas City's exciting new business environment, according to Barth. He called on the City to aggressively and intelligently position itself for an even better future.

To view the article, [click here](#).

