

THE Agricultural Business Council of Kansas City

February 11, 2013

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Save The Date: Upcoming Events!!

March 1:

Join us for a discussion on "The Perfect Storm: Agriculture in 2012" with Farmers National President & CEO, Jim Farrell on March 1 at the American Royal.

March 14:

The Council welcomes KS Secretary of Agriculture Dale Rodman and Dr. John Hagler, MO Director of Agriculture for a bi-state agricultural update on March 14 at the American Royal. Mark your calendars! Registration information will be released soon!

New Press Secretary For Sen. Roberts

U.S. Senator Pat Roberts announced Sean Fitzpatrick of Mission Hills, Kansas has joined his office as press secretary. Fitzpatrick, a graduate of the University of Southern California, comes to Senator Roberts' office from the Romney-Ryan campaign, where, as the Michigan Communications Director, he served as spokesman for the campaign. Prior to his time with Romney, Sean served as Press Secretary to Congresswoman Lynn Jenkins.

SH&B Keeps Business Council On Top Of The Issues

In the concluding presentation of Shook, Hardy and Bacon's annual legal update for the Agricultural Business Council, Thomas Payne, Vice Chancellor and Dean of the College of Agriculture and Natural



Resources at the University of Missouri, said the Land Grant schools established in 1862 fundamentally changed agriculture at the time by "putting science to farming." His perspective on the developments of agriculture over the last 150 years was lively and entertaining as he described many important achievements. But he warned despite the beneficial technology advances, it wouldn't be easy going for agriculture as an industry because of challenges from what he referred to as

anti-science factions and consumer activists.

Earlier in the program SH&B partners and associates outlined how agribusinesses, especially technology innovators should approach the increasing legal complexities emerging from their discoveries and developments - specifically regarding issues surrounding intellectual property and patent ownership. In his presentation on co-innovation, Trevor Foster, Senior Technology Counsel for ConAgra Foods, said joint ownership of technical developments can be very complex. There have been many cases where either party has licensed technology to a third enterprise. Foster advised innovators to obtain ownership rights and, when they enter into a partnership, to draw up a co-innovation contract. Foster noted that many developers shy away from complex contracts preferring good faith arrangements. But he suggested complex, detailed contracts can be the most amiable for all parties in the long run.

[Continued here...](#)

Bayer Completes Teva Animal Health Acquisition

Bayer HealthCare LLC received regulatory approvals on January 3, 2013 to complete its acquisition of the animal health business of Teva Pharmaceutical Industries Ltd. The acquisition will cost Bayer HealthCare up to \$145 million, and is expected to strengthen its companion animal and food animal division based in Shawnee, Kansas. The transaction involves a Teva manufacturing site in St. Joseph, Mo., and nearly 300 Teva employees.

"Bayer HealthCare is a leader in the companion animal and food animal health industry, and now, more than ever, we are



He replaces Andrea Candrian, who left Senator Roberts' office late last year. Sarah Little remains Senator Roberts' Communications Director.

Sean can be reached at his desk at (202) 224-1479, on his mobile at (202) 674-8676 or by e-mail at Sean_Fitzpatrick@Roberts.Senate.Gov.

"Sean and Sarah will make a great team to ensure information on the issues we're working on for Kansas and the nation, are shared with folks at home." Sen. Roberts said.

Ceva Names New Head Of Companion Animal Group

Karen Padgett, DVM, joined Ceva Animal Health's Companion Animal Group (Lenexa, Kansas) January 1, 2013 as Chief Operating Officer. She is a 28-year veteran of the animal health industry. Most recently she was national sales director of Hill's Pet Nutrition's Vet Channel.

"Dr. Padgett's breadth of industry experience and combination of leadership, integrity and inspired innovation are unique in the industry. We welcome her to our organization and know she will be a tremendous asset setting a vision and building on our commitment to the veterinary profession," said Craig Wallace, Chief Executive Officer of Ceva LLC.

Before joining Hill's, Dr. Padgett gained practical veterinary experience as an associate veterinarian at Caudle Veterinary Hospital, Charlotte, North Carolina. She received her Doctorate of Veterinary Medicine degree from the University of Georgia College of Veterinary Medicine, Athens, Georgia.

Corridor Conversations Continue At K-State Olathe

Kansas State University Olathe will host the next presentation in the KC Animal Health Corridor's series of Corridor Conversations on Thursday, February 7, 2013 from 4:00 pm to 6:00 pm. Dr. Jim Riviere will headline the program: Drug and Food Safety in Developing Countries - Making the Connection Between Animal Health and Human Health.

Dr. Riviere joined Kansas State University last August as the university's first member of the National Academy of Sciences. He is an elected member of the Institute of Medicine of the national Academies and serves on its Food and Nutrition Board.

The discussion will center on the results of an Institute of Medicine study which Dr. Riviere chaired, examining gaps in regulatory systems of developing countries related to

well positioned to offer our customers the range of animal care products they want and need," said Ian Spinks, president and general manager of Bayer HealthCare Animal Health, North America, which employs about 500 in Shawnee.



Dickinson Scholars Hosted By Council

Some of the top students from the University of Missouri's College of Agriculture, Food and Natural Resources (CAFNR) put their intelligence, polish and passion for agriculture on display at a dinner hosted by the Agricultural Business Council of Kansas City at Jack Stack Barbecue in the Freight House district on January 16. These Dickinson Scholars were on a four-day tour of Kansas City area agribusinesses to get a firsthand look at the career opportunities and an understanding of the professional requirements for a successful career in agriculture. The interactive, project-based curriculum of these company visits helps students gain an understanding of the agribusiness work environment.

[Continued here...](#)

Social Media Advertising: Opportunities and Potential Pitfalls for Food & Beverage Manufacturers

Social media marketing is an effective and inexpensive way for the food and beverage industry to communicate with consumers, increase revenue and boost brand recognition.

One popular vehicle for reaching potential consumers is through partnership with bloggers, many of whom speak to large and devoted audiences on a daily basis. Similar to print or television advertising, marketers can target an audience with particular interests and similar tastes by partnering with bloggers who command the desired audience.

The industry has especially valued lifestyle bloggers as a means to tell consumers about the latest products, whether it be a new conveniently-packaged lunch meat, a great-tasting vitamin-enhanced beverage or the latest all-organic toddler treat that even the fussiest eater will enjoy. Bloggers often promote product giveaways, coupons or even recipe ideas to prompt their readers to try a new product. When forming a social media relationship to promote a food or beverage product, however, important legal considerations should be kept in mind.

[Continued here...](#)

Info provided by Shook, Hardy & Bacon

Roberts, Jenkins receive NAWG 'Wheat Advocate' Awards

Kansas congressional leaders Sen. Pat Roberts and Rep. Lynn Jenkins were honored with the 2012 Wheat Advocate Awards by the National Association of Wheat Growers Jan. 29 in Washington, D.C.

The Wheat Advocate Award is given annually to members of Congress who have demonstrated support for the wheat industry above and beyond the norm.

"As the past ranking minority member of the Senate Agriculture Committee, Sen. Roberts worked diligently on behalf of wheat farmers

global drug and food safety.

For reservations, please email: dye@thinkkc.com. The Kansas State Olathe campus is located at 22201 W. Innovation Drive, Olathe, Kansas 66061. The event will take place in the Great Plains Room #145.

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Jere White

to craft common-sense farm policy," said Gary Millershaski, president of the Kansas Association of Wheat Growers from Lakin. Millershaski and KAWG's Ken Wood joined NAWG leaders in making a presentation to Roberts in Washington.

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Western Farm Show: February 22-24, 2013

The Western Farm Show is at the heart of agriculture and as the Midwest's premier indoor farm show, with over 500 exhibitors and 400,000 sq.ft. filled with the latest in farm and ranch equipment, livestock supplies, buildings, fertilizer, feed, seed, tools, irrigation systems. The Family Living Center features crafts, home improvement ideas and all the supplies you need to make a house a home. Visit the Health & Safety Roundup Area for health screenings and safety ideas. A Tractor Pull will be held at Kemper Arena each evening.



TICKETS:

Buy an adult ticket for \$8 at the door or for just \$5 when you use a discount coupon.

- Go to <http://www.hpj.com/westernfarmshow/> to receive your \$3 coupon or
- Visit a participating SouthWestern Association dealers. Click here for a list of dealers.
- \$3 off coupons may only be applied to the purchase of tickets to the Western Farm Show

2013 SHOW HOURS:

Friday, February 22- 9:00 AM - 5:00 PM*

Saturday, February 23- 9:00 AM- 5:00 PM*

Sunday, February 24- 9:00 AM- 4:00 PM*

*Note that Children 12 and under are admitted free.

Dine With Student Leaders At AFA's Animal Institute Dinner

Agriculture Future of America will introduce 75 student leaders to Kansas City's Animal Health Corridor with a tour of various companies that makeup the world's largest concentration of companies focused on animal health. Participating students, chosen from across the nation through a competitive selection process, will learn about the Corridor activities and opportunities through a series of tours, panel discussions, and professional development training.

AFA will cap the event with a dinner April 8, 2013 that includes student presentations and summaries of their experiences, observations and insights obtained during the tour. A special presentation from Forrest L. Roberts, National Cattlemen's Beef Association CEO, will highlight the evening.

Roberts has extensive animal industry experience, holding marketing and sales positions with animal health companies such as Pfizer and Elanco. He has served on NCBA's executive committee, board of directors, allied industry council and long-range planning committee. But Roberts gained his original animal industry experience on his family's diversified livestock operation in Uvalde, Texas.



Industry representatives are invited to join students for dinner and

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

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the evening presentation. The event will take place in the American Royal Ambassador Room at 1701 American Royal Court, Kansas City, Missouri. The reception begins at 5:30 p.m. with dinner following at 6 p.m. For more information or to register for the dinner at \$25/person please visit www.agfuture.org/animalhealth.

Companies and organizations are invited to host the reception and dinner for program participants. Sponsorship involves a donation to AFA to cover meal and program costs. For information on sponsoring the dinner or hosting a table, please contact Mark Stewart at 816-472-4232 or mark.stewart@agfuture.org.

The News is Missing from the News

Op-Ed by: Blake Hurst, President, Missouri Farm Bureau

I haven't a clue when the submissions for the Pulitzer Prize are due, but I imagine the judges will gather soon. Why? Because The Kansas City Star has just finished publishing a series on the beef industry that can only be seen as the newspaper's pitch for this year's prize. It certainly didn't contain any news, and the only reason a struggling paper would devote so many resources to such a nothingburger of a story has to be vanity. The Star has taken on the beef industry with a passion, but with almost no new information.

To say this series is derivative is to practice understatement on the same level Star journalism practices hyperbole. Michael Pollan should send a bouquet, although I imagine he would settle for attribution. Forty-year-old heart studies, five-year-old documentaries and books published a decade ago, all contributed anonymously to the Star's mighty effort, but original reporting was sorely lacking. In fact, only two conclusions can be drawn from original reporting: beef should be thoroughly cooked and invasive injuries caused by an F5 tornado are extraordinarily nasty and tragic injuries. Although, most everyone reading the articles, if there was anyone who read the whole series, probably knew both things.

What else? Nobody can be trusted. Dieticians are bought by beef producers, and the Federal Drug Administration is a totally owned subsidiary of the drug industry. The U.S. Department of Agriculture's dietary recommendations are for sale, or can at least be rented. The industry can't be trusted to market a safe product, and the government can't be trusted to regulate the industry. The only institution in society that can be trusted, one supposes, is the press. Except at Pulitzer time, it seems to me.

We learned that slaughterhouses smell bad and are nasty places to work-a fact Upton Sinclair made clear a century ago. Of course, job security at slaughterhouses is better than at the average newspaper, and who knows what injuries come to journalists from repetitive cutting and pasting.

The series tells us more about the state of journalism than it does the meat industry. There is only one goal of the average journalist, and it isn't to sell newspapers or inform readers. No, the only goal of the average reporter is to get a job at The New York Times. The best way to get noticed by the Times is to win one of those awards chosen by, well, people who work at the Times. They recognize journalistic courage, courage that can only be exhibited by attacking local industry with the kind of "investigative" reporting that resulted in this article. The fact the series contained little that was original or news doesn't matter.

What one might not know, if one read the series, is that the incidence of most food borne illnesses has been in decline, particularly illnesses caused by E. coli. The incidence of listeria, however, is increasing. Listeria is a particularly nasty bacteria, the leading cause of miscarriages and often occurs in foods that are normally eaten uncooked. The bacteria is also associated with cats.

Now, that would be true journalistic courage-a series that takes on sprout-eating cat lovers.

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