

THE Agricultural Business Council of Kansas City

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BI Breaks Ground on New Facility in St. Joseph

Animal health drug maker Boehringer Ingelheim Vetmedica began construction on a new administrative building earlier this month that will house 300 employees. The facility is part of \$150 million expansion project announced in 2009, and includes the hiring of 150 workers. A key fixture in the KC Animal Health Corridor, BI received \$25 million in Chapter 100 Bonds, which

Prop B On The Docket For April Luncheon

The emotional issue that divided Missouri's urban and rural populations in the general election last November is causing further rifts among some city voters and legislators who are trying to rework and improve the provisions in the Dog Breeding Initiative, Proposition B, that passed by a slight margin. Missouri State Senator Mike Parson is spearheading a legislative effort to change the measure and strengthen the ability of the Missouri Department of Agriculture to enforce existing protection laws. Sen. Parsons, the featured speaker at the Council's April luncheon meeting April 15 at the American Royal, will provide an update on the procedural activities as well as the debate itself.



Sen. Mike Parson

Missouri agriculture sees Prop B as an attack on agriculture, and notes that a vast majority of counties in the state voted against the initiative. Sen. Parson views the policies in the bill that will affect Missouri's \$13 billion agriculture industry as a top legislative priority.

The April Luncheon will cost \$25 for members, \$45 for non-members.

DFA Focuses on Industry Change at Annual Meeting

provide a 75 percent real estate tax abatement for 10 years. The company also received an exemption from sales tax for construction materials and equipment. Also, Buchanan County provided a \$100,000 loan, which will be forgiven upon fulfilling certain employment agreements. Boehringer Ingelheim Vetmedica is a subsidiary of Boehringer Ingelheim Corp., which is based in Ridgefield, Conn., and is part of the Boehringer Ingelheim group of companies.

Agrilabs Product Helps New Born Livestock

In late February, St. Joseph animal health company Agrilabs launched its newest product in a line developed to support natural immunity of calves. 'Achieve with Cryptex' is an all natural formula that enhances the ability of newborns to withstand diseases, like scours, which accounts for up to 46 percent of calf deaths. Classified as a "nutritional," it does not require FDA approval, but it must deliver on its claims, provide a difference and do no harm. The product is manufactured under strict quality control specifications.

Agrilabs is a sales and marketing organization with distribution in the United States. It specializes in expeditious product development and efficient systems for manufacturers around the world to transfer technology from research labs to the marketplace. Using technology transfer and cooperative development agreements, Agrilabs has introduced and distributed many products for beef, dairy, sheep, goats and companion animals. Similar products for assisting newborn ruminants have been available in the past. Agrilabs began working on Achieve with Cryptex about a year ago.

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As more than 1,300 members and industry guests convened in Kansas City, March 22-23, for its 13th Annual Meeting, the Dairy Farmers of America, Inc., focused on the need for change in the dairy industry. "Volatility in recent years has proven that we can no longer operate with a dated system," said DFA Chairman Randy Mooney in his keynote address. "Faced with challenge, we need to make a choice - as individual producers, as a cooperative and as an industry - to embrace change and position ourselves to seize opportunity." Mooney included an update on DFA's work with National Milk Producers Federation on the Foundation for the Future policy proposal. His presentation also focused on the work DFA has done on important issues facing the industry, including immigration, animal care and wellness, and environmental policy and stewardship.

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USFRA Hopes To Change Belief That Food Production On The Wrong Track

When consumers think a 'recall' indicates a failure in the food system while producers say such an action shows how well the system works, you know there's work to be done in closing the perception gap. Hugh Whaley, General Manager of the U.S. Farmers and Ranchers Alliance, made that point during his presentation to Council members at the March meeting. The luncheon also marked the observance of National Ag Day. He noted current consumer perceptions about the food industry are derivatives of fear and insecurity fueled by the media and pop culture. Almost 60 percent of Americans think the nation's approach to food production is on the wrong track, according to research by the Edelman firm.

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KBA Backs Animal Health Innovation Center

In late February the Kansas Bioscience Authority approved a \$1 million financing plan to establish the National Center of Animal Health Innovation which will combine the talents and resources of area companies with regional universities and government agencies to develop new animal health products. The first order of business over the next 12 months will be the selection of a CEO and the appointment of advisers and board members. Additional financing will be available when a strategic plan is developed and an operational blueprint is drafted. This will be the fourth center of innovation created by the KBA to link researchers with industrial partners to develop and commercialize new technologies. The others include the Kansas Alliance for Biorefining and Bioenergy; the Center of Innovation for Biomaterials and Orthopaedic Research; and the Heartland Plant Innovations.

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CFI Studies How Internet Molds Opinions on Food Systems

The Center for Food Integrity will unveil preliminary results of supplemental research to its annual Consumer Trust Survey that benchmarks current attitudes and beliefs about today's food system on May 9-10 at the McDonald's Campus. CFI's studies target early adopting consumers whose opinions can influence others and help drive social change. Early adopters are significantly more likely to believe and be impacted by educational food system information than any other segment.

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Aon To Host Webinar on Food Safety Modernization Act

Aon Risk Solutions will present a webinar program, April 29 from 11 am to noon CDT, reviewing the mandates, implications and compliance procedures of the Food Safety and Modernization Act (FSMA) which became law in January. Considered the most the expansive food industry legislation in more than 70 years, FSMA introduces new requirements for manufacturers, processors, packers, distributors, receivers, land holders and importers. Although the law excludes farms and restaurants, and contains some exemptions for small businesses and specialty markets, policy specialists and agribusiness lawyers recommend anyone involved in the U.S. food system become familiar with the provisions and the timetable of FSMA.

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Sec. Vilsack: Don't Worry About New Air Regulations

Agriculture Secretary Tom Vilsack said this week that farmers shouldn't be overly concerned about federal air regulations hurting their livelihoods. Farmers are waiting to hear whether the EPA plans to clamp down on dust and dirt their harvest operations can cause. "I don't think farmers should presuppose that there's going to be a significant amount of regulation," Vilsack told reporters after he spoke to the Denver Metro Chamber of Commerce on March 21.

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FDA Says Japan Catastrophe No Threat to U.S. Food Supply

The FDA has responded to public concerns about U.S. food safety in the aftermath of the Japanese earthquake and tsunami, addressing whether radiation leaks from its disabled nuclear power generating plants would have an impact. The agency posted its reassurances that the risk is minimal with a Q&A on its website:

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<http://www.fda.gov/NewsEvents/PublicHealthFocus/ucm247403.htm>.
It provides frequent updates of its assessments.

Council member Frank Bryant, president of SES, Inc., Overland Park, Kansas, who recently joined the Food and Agriculture Sector Coordinating Council (SCC) which represents the private sector on homeland security issues, can provide further insight into the situation in Japan as well as other security issues. For the complete text of the FDA Q&A regarding Japan, [CLICK HERE](#).

U.S. Farmers & Ranchers Alliance Names Ketchum as Communications Agency

U.S. Farmers & Ranchers Alliance (USFRA) has chosen Ketchum as its primary communications agency. The announcement represents the next strategic step driving the USFRA mission to strengthen the image of agriculture and enhance public trust in today's best production practices.

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