

THE Agricultural Business Council of Kansas City

March 7, 2012

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UPCOMING COUNCIL EVENTS

March 22
KC Mayor Sly James
11:30 am
American Royal

April 19
Craig Wallace,
CEO & North American
Zone Director,
CEVA Animal Health/
Chair, Animal Health
Corridor
11:30 am
American Royal

Kansas City Mayor Sly James to Speak to Council



As the featured speaker at the Agriculture Business Council's monthly luncheon, March 22, Kansas City Mayor Sly James will speak to the Council for the first time since taking office last May. Sly James was elected mayor of Kansas City on March 22, 2011, and sworn in on May 1, 2011. Born and raised in Kansas City, Mayor James attended Bishop Hogan High School in Kansas City, graduating in 1969. In 1971 he enlisted in the United States Marine Corps during the Vietnam War. When his service ended, Sly returned home to Kansas City and graduated cum laude from Rockhurst College before earning his law degree, also cum laude,

from the University of Minnesota in 1983. During his 26-year legal career, Sly developed a proven record of success as a leader, an effective coalition builder, and a fierce advocate. Sly is an extremely proud resident of the city he loves and has been active in political, community, and civic activities.

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

May 16
Mariner Kemper
UMB Bank
11:30 am
American Royal

2012 Dues Renewals

Thank you to so many Council members who have already renewed their membership with the Council for 2012. Dues renewals went out to current members in mid-February. We look forward to having everyone back with the Council in 2012!

AFA Scholarships Application Deadline Nears

Several Agriculture Future of America (AFA) ongoing programs assist young people pursuing agricultural-related careers by providing academic financial support and partnering with other organizations to offer scholarship opportunities. The deadline, though, for applying for these scholarship awards and grants is drawing closer - March 15, 2012 for most of them.

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.

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Agriculture Future of America

Mike Johanning
Vice Chair

Rep. Jenkins Talks About the Budget, Deficits and More



Congresswoman Lynn Jenkins (R-Kansas) covered a lot of ground for Council members at the February luncheon meeting, as she gave her take on what's going on in Washington. Rep. Jenkins has served on the House Committee on Financial Services and currently is a member of the House Ways and Means Committee, so her view is unique. Agriculture is not the main topic of discussion on the Hill, she said, but the Farm Bill is moving along, and some ag committee members think there could be vote on it by summer. "I'm not so optimistic

about that," she noted about the timetable. But with her farm background she said she tries to keep agriculture at the forefront.

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Chipotle Commercial Demonizes Animal Agriculture on Grammy Awards Telecast

Chipotle took advantage of this year's Grammy Awards' television audience of 39 million to turn up the volume on a campaign to promote its free range and natural source of meat supplies. In a commercial many in agriculture are saying was offensive, it discredited American farmers and ranchers with the usual misrepresentations of modern food production. But some agriculture commentators are saying the Chipotle commercial no matter how repugnant may have done more good than harm for agriculture.



Says Gary Truitt in Hoosier Ag Today: "...the commercial was not designed to scare people about the food they eat but to scare people into this restaurant [Chipotle] that [says it] is different and better. What the commercial was not intended to do was to get people to ask, 'Is this all true?' Yet, that is what many people did.... A good portion of those who viewed

this ad were amused by the cute graphics and totally missed the point of the ad. Others got the point and reacted by asking, 'Is this true?' This is just the question we want them to ask! When people ask an honest question about food, that is our opportunity to tell them what really happens on a farm."

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Warm Winters May Affect Crop Management Decisions in Kansas

The USDA recently revised its Plant Hardiness Zone Map northward,

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Missouri Dept. of Agriculture

Ex Officio Members

Mike Beam

meaning that the extreme low temperatures during the winter in Kansas and most of the rest of the country aren't quite as cold now as they were about 20 to 30 years ago, said Mary Knapp, Kansas State University Research and Extension climatologist.

"There is a lot of variability, of course, from year to year. But the USDA has determined that there is enough evidence of a trend for warmer winters that it made this change in the Plant Hardiness Zone Map. Certainly that was the case during the early part of the winter this year, with Kansas recording one of the warmest Januaries on record," Knapp said.

[Continued...](#)

AFA Students To National Ag Day Events



Ten Kansas and Missouri students will be among a delegation of 40 AFA outstanding young men and women selected to travel to Washington, D.C., to participate in National Ag Day, March 8, 2012. National Ag Day falls during National Ag Week, during which producers, agricultural associations, corporations, universities, government agencies and countless others from

across America gather to recognize and celebrate the abundance provided by agriculture.

Through its partnership with the Agriculture Council of America, AFA is able to offer students the opportunity to share the message of agriculture by visiting Capitol Hill and meeting directly with legislators and advisors from the students' home states. Students also have the chance to participate in training sessions to help them better understand policy and regulation impacts on agriculture, attend an Ag Day luncheon on Capitol Hill and network with other students about agriculture and the legislative process.

[Continued...](#)

U.S. Senator Moran Remains Concerned About Farm Labor Rules

Even though the U.S. Department of Labor (DOL) recently announced its withdrawal and re-evaluation of the "parental exemption" portion of its proposed regulations effecting youth in agriculture, many still see the proposed farm labor rules as a threat to the future of farming and ranching.

"Unfortunately, the entire proposal - not just this one portion - is a threat to the future of agriculture," U.S. Senator Moran said. "We know that rural America's values are not always Washington's values, and in recent months I have worked to make certain this destructive rule does not move forward by sharing my concerns and the concerns of many Kansas farmers and ranchers with the Secretary of Labor. As this process moves forward, I will continue to work on behalf of

Kansas Livestock Association

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Kansans to stop this vast overreach of executive authority and protect individual rights."

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SFP Announces New Executive Leadership Team



SFP, a specialty fertilizer company, based in Leawood, Kansas, introduced its next generation of executive leadership earlier this month to manage product line expansions and continue its sales growth. It is also hiring additional staff to support sales, marketing and corporate initiatives, both domestically and internationally.

J. Larry Sanders, Ph.D., will remain in his current position as President and CEO. His responsibilities include new product development, research and management of all company enterprises. Before co-founding SFP, Sanders held positions at American Plant Food and the Potash & Phosphate Institute.

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NBAF Project Faces Delay

Start of work on National Bio and Agro-Defense Facility in Manhattan, Kansas, could be delayed indefinitely if the Obama administration's budget submitted earlier this month were to be implemented as is. It specified no new construction outlays for the facility for the fiscal year starting October 1, 2012, even though President Obama has shown support for the \$650 million project. Last year, he asked for \$150 million to begin construction, and voiced his dissatisfaction when Congress allotted only \$50 million.

Homeland Security (which controls the NBAF budget line items) said it also wanted to conduct a "comprehensive assessment of whether and for what purpose a.....facility should be stood up." Kansas governor Sam Brownback along with the state's congressional delegation and NBAF steering committee called plans for further study of the appropriateness of the facility unnecessary.

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Bayer Acquires KMG's Animal Health Business

Bayer HealthCare LLC, Animal Health Division, Shawnee, Kansas, has agreed to purchase the animal health business of KMG Chemicals, Inc. The acquisition will further diversify Bayer's existing insecticides portfolio in the U.S., allowing the company to offer a broader range of

actives and forms in addition to its current product portfolio that includes cattle ear tags, pour-ons, dusts and farm hygiene premise sprays.

"Bayer is committed to the animal health industry and we are excited about providing these established brands to our customers," said Ian Spinks, President and General Manager for Bayer Animal Health North America. "Acquiring KMG's extensive line of ectoparasiticides as well as its cattle ear tag product line nicely complements our existing product portfolio giving us the opportunity to offer more robust insecticide solutions to livestock and poultry producers."

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