

Having trouble viewing this email? [Click here](#)

# THE Agricultural Business Council of Kansas City

## May 25, 2012

### In This Issue

[Economic Impact of American Royal](#)

[Animal Health Corridor](#)

[AFA Student Leaders](#)

[Consolidation of Meat Associations](#)

[BSE Incident, KSU Vet Responds](#)

[HSUS Files Complaint](#)

[American Royal Governorships](#)

[Senator Decries HSUS](#)

### Teva Animal Health Introduces Amprolium-P For Poultry

Teva Animal Health, St. Joseph, Missouri, launched Amprolium-P (amprolium) 9.6% Oral Solution last month solution to treat coccidiosis in growing chickens, turkeys and laying hens. The poultry medication follows the February introduction of Teva's Amprolium 9.6% Oral Solution for cattle.

Coccidiosis, a common poultry disease caused by multiplying protozoa (coccidia) in the intestinal tract, attacks the intestinal tissue causing decreased feeding habits and poor digestion of food. Teva's Amprolium-P (amprolium) 9.6% Oral Solution is diluted with water to make a stock solution or

## American Royal Unveils Economic Impact Study



Calling Kansas City the agriculture capital of the nation, Mariner Kemper, Chairman and CEO of UMB Financial Corporation, said the city and region needed to celebrate and embrace its agriculture heritage and roots. As the keynote speaker at the Agriculture Business Council's May luncheon, Kemper was on hand as American Royal officials presented results of an economic analysis that indicates a new facility to replace Kemper Arena could

generate \$15 million more annually to the city's economy.

Kemper described the American Royal as the only authentic asset the city has setting it apart from cities from around the country. Other places have stadiums and performing arts venues, he said, so the proposal to raze Kemper Arena and build a 5,000-seat equestrian and agriculture events center would add a special stamp of uniqueness to the region.

Mariner Kemper has served as Chairman and Chief Executive Officer of UMB Financial Corporation since May 2004 and has served as Chairman of UMB Bank Colorado, n.a. since July 2000 and Chief Executive Officer of UMB Bank Colorado, n.a. from July 2000 until September 2009. He is a member of the American Royal's Board of Directors and Executive Committee.

To read the full press release regarding the study, [CLICK HERE.](#)

## AHC Advisory Board Chairman Shines Spotlight On Kansas City

to medicate the water directly.

### **KSU Olathe to Host Animal Health Research Seminar**

Dr. Linda Rhodes, CEO of Aratana Therapeutics, and Dr. Kelly Lechtenberg, President of Midwest Veterinary Services/Central States Research Centre, will be presenting a luncheon seminar at Kansas State University - Olathe on Wednesday, June 6. Drs. Rhodes and Lechtenberg will discuss the best practices and strategies to develop a successful relationship between sponsors and CROs and what things to consider when selecting a CRO on the animal health side. They will cover both the companion and production animal industries.

Event Title:

"Optimizing Contract Research Organization Relationships"

Date:

Wednesday, June 6th, 2012

Location:

K-State Olathe Campus  
22201 W. Innovation Drive  
Olathe, KS 66061

Time:

11:30 a.m. to 2:00 p.m.

More Information [CLICK HERE.](#)

### **2012 Officers & Directors**

Russ Weathers  
Chairman  
*Agriculture Future of America*

Mike Johanning  
Vice Chair  
*John Deere*

Bill Brooks  
Secretary/Treasurer  
*INTL FCStone, LLC*

### **2012 Board of Directors**

Cliff Becker  
*The Center for Food Integrity*

Bruce Brinkmeyer  
*Bayer Animal Health*

Wyatt Brummer  
*The Scoular Company*



Several decades ago when the greater Kansas City region started to downplay its agriculture roots as it tried to project a more cosmopolitan image, it lost something. So suggested Craig Wallace, the Chair of the Kansas City Animal Health Corridor Advisory Board, speaking to Agricultural Business Council members at last month's luncheon at the American Royal.

After briefing the Council on the dynamic economic performance the Animal Health Corridor enjoys and the research and development benchmarks it continues to set, Wallace wondered "why it took so long for the area to realize its potential" and begin to exploit its heritage. He thought it might have something to do with the city's "walking away from its cowtown reputation back in the 1980s.

[Continued here...](#)

### **AFA Looking For Student Leader Sponsors**

The Agriculture Future of America is taking applications from agriculture students for sponsorship to the attend the 2012 AFA Leaders Conference in Kansas City, November 1-4.



The conference provides personal and professional development to college men and women pursuing agricultural degrees. In 2011, student delegates came from 37 states, representing more than 70 colleges and universities.

Participants have the opportunity to network at a 3-to-1 ratio with industry leaders who facilitate workshops, training and discussion sessions. Additionally, delegates participate in the AFA Opportunity Fair which connects students to the human resource representatives of agricultural companies and organizations. Agriculture businesses often sponsor summer interns, student employees or any college student they feel could benefit from the AFA Leaders Conference experience.

[Continued here...](#)

### **NMA, NAMP Consolidating To Form North American Meat Association**

The consolidation of the National Meat Association and the North American Meat Processors into the new North American Meat Association (NAMA) is on track for completion by July 1.

Frank Bryant  
*SES, Inc.*

Tim Daugherty  
*Land O'Lakes*

Jim Gray  
*Heartland Plant Innovation  
Center*

J.J. Jones  
*Kansas Dept of Agriculture*

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*

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*

Elvin Hollon  
*Dairy Farmers of America*

The executive committees for both NMA and NAMP met recently in Washington, DC, to work on the logistics of bringing the two organizations together.

[Continued...](#)

## **KSU Extension Veterinarian Addresses California BSE Incident**

A Kansas State University veterinarian Dr. Larry Hollis wants consumers to know that the USDA's discovery of a California cow with bovine spongiform encephalopathy (BSE) shows the meat inspection system in the United States is effective." Sometimes referred to as mad cow disease, BSE is a neurodegenerative disease that slowly creates holes in brain tissue.

This is the fourth confirmed BSE case ever found in the United States and the first since 2006.

Dr. Hollis said news of a dairy cow infected with an atypical form of BSE confirms safeguards enacted by federal agencies and the U.S. meat industry show that surveillance and testing measures are doing what they are intended to do.

[Continued...](#)

## **HSUS Files FTC Complaint Against The National Pork Producers Council**

The Humane Society of the United States filed a complaint with the Federal Trade Commission last month asserting that the National Pork Producers Council (NPPC) is engaging in deceptive advertising related to animal well-being in violation of the Federal Trade Commission Act.

The complaint alleges that the pork industry's public descriptions of its "We Care Initiative" and "Pork Quality Assurance Plus" program have numerous false claims regarding the welfare of pigs. The group alleges that the practices allowed by the We Care and PQA Plus programs are inconsistent with the Pork Council's public claims.

[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



**Staff**

Bob Petersen  
*Executive Director*  
[bob.petersen@agbizkc.com](mailto:bob.petersen@agbizkc.com)

Dennis McLaughlin  
*Contributing Editor*  
[dmclaughlin54441@everestkc.net](mailto:dmclaughlin54441@everestkc.net)

Erica Venancio  
*Director of Membership Services*  
[erica.venancio@agbizkc.com](mailto:erica.venancio@agbizkc.com)

Abigail Hiles  
*Director of Communications*  
[abigail.hiles@agbizkc.com](mailto:abigail.hiles@agbizkc.com)



www.agbizkc.com  
816-569-4020 phone  
P.O. Box 26426  
Kansas City, MO 64196

remember, the underlying mission is to benefit youth, scholarship and 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](#).

## Missouri State Senator Decries HSUS

Missouri state Senator Michael Parson - who spoke to Council members a year ago at the April, 2011 luncheon meeting - wrote an article for the Missouri Farmers Care website and newsletter describing the anti-agriculture tactics of the Humane Society of the United States.

In the piece, Sen. Parsons referred to the flawed Proposition B (the puppy mill bill he talked about at the luncheon) passed by Missouri voters in 2010 with a slim 51.7 percent majority. The proposition was subsequently re-worked by the General Assembly and signed by the governor, while "keeping the heart of the legislation intact." The resulting 'Missouri solution' to what Sen. Parsons called one of the worst pieces of legislation he had ever encountered created a new crime targeting unlicensed dog breeders, strengthened guidelines for producers and increased the number of inspections of licensed dog breeders in Missouri. "Simply put, the fix to Proposition B protects legitimate dog breeders, punishes the bad one, and protects farmers and ranchers."

[Continued...](#)