

THE Agricultural Business Council of Kansas City

November 30, 2011

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Save The Date: Governor's Agriculture Conference Set for January

The Missouri Department of Agriculture will convene its 2012 Missouri Governor's Conference on Agriculture at Kansas City's Westin Crown Plaza on January 19-21.

The Agricultural Business Council of Kansas City's January meeting, will be held in collaboration with the conference as a 2012 Legal Update session, sponsored by Shook, Hardy, and Bacon on January 20th. Additional details will soon be available.

For additional information on the Governor's conference in the meantime, you can contact the

Council's Annual Meeting Set For December 15



The Agricultural Business Council of Kansas City will hold its Annual Meeting in conjunction with the regular monthly luncheon at the American Royal on Thursday, December 15. On the agenda is the election of new board members and ratification of actions taken up by the Board during the year. Council officers will present a financial update.

Pete Anderson, President, INTL FCStone, is the featured speaker and will talk about "Dealing with Volatility in Agriculture." For the past 12 years, Anderson has served as CEO of FCStone; before that he was the company's COO.

Anderson developed the Integrated Marketing Program designed to assist organizations in the development and implementation of their risk management activities. He grew up in the grain business and his family managed private and cooperative operations throughout the Midwest.

Anderson received a B.S. degree in accounting from Truman University, and is the past president of the Kansas Cooperative Council and the past founding chairman of the Arthur Capper Cooperative Center at Kansas State University. He is also a member of the National Grain and Feed Association.

[Click here](#) for additional meeting information and to register.

Sara Wyant Talks About Farm Bill At Breakfast Meeting

In town to be honored at the Agriculture Future of America's Leadership Conference on November 4, Sara Wyant, President of Agri-Pulse

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SmartVet Picks Olathe Kansas For Its U.S. Headquarters

SmartVet, an Australian animal health firm will establish its U.S. headquarters on Kansas State University's Olathe campus. SmartVet entered the U.S. market earlier this year when it introduced its VetCap Delivery System, a device similar to a paintball gun that allows farmers and ranchers to apply capsules of insecticide for flies and ticks from as far as 30 feet away. The VetCap system was released in the Southeastern United States through a partnership with St. Joseph-based AgriLabs Inc.

Vice President of Business Development Randall Tosh is currently SmartVet's sole U.S. employee, but he said the company expects to add employees as it builds its customer base and releases new products.

"Clearly, the Kansas City Animal Health Corridor offers real opportunity and advantage for us as a company," Tosh said. He noted that the time frame for taking on new employees will depend on regulatory approval for the additional products in the pipeline.

Landscape Coalition Site Goes Live

The U.S. Chamber of Commerce Lawn and Landscape Coalition informational website is up and running. The [website](#) is intended to serve businesses, consumers, scientists and decision makers (including federal, state and local agencies) as a virtual library of

Communications, filled Council members in on what was happening in the Super Committee negotiations and how the Farm Bill was shaping up. Agriculture, Wyant noted, has had a bull's eye on it for quite some time even though outlays represent less than one percent of the federal budget. Agriculture has been a "bright star" in the economy, and many are asking why it should get subsidies when it is doing so well.

Wyant was right on target in thinking the Super Committee probably would not be able to agree on a proposal to slash



spending - and miss its November 23 deadline. But she indicated the work underway in the congressional agriculture committees would probably lead to reductions in the next Farm Bill. The Senate and House Agriculture Committees are trying to recommend spending cuts to ease the federal deficit before others outside the industry do. For all practical purposes, direct payments will be gone, she thought, and that would be tougher on farmers in states like Oklahoma and Kansas where drought occurs more often than on the farmers in the 'I' states where rain is generally reliable. Overall, Wyant predicted agriculture will see big changes but not necessarily right away, though some will be evident next year.

Kansas and Missouri Agriculture Departments Receive STEP Grants

The Kansas and Missouri agriculture industries have been awarded almost \$1.5 million in grants to encourage businesses to explore export market opportunities. The Kansas Department of Commerce and the Department of Agriculture will receive more than \$505,000 from the U.S. Small Business Administration (SBA) through the State Trade and Export Promotion Grants Program (STEP). Missouri will collect \$977,741. The STEP program distributes about \$60 million in grants, and is authorized for federal Fiscal Years 2011 and 2012 for states and U.S. territories.

"Kansas businesses exported close to \$10 billion in products and services last year," said Kansas Commerce Secretary Pat George, "and I expect that amount will be higher this year. This grant will be a key driver in helping businesses start or expand their international trade opportunities."

Much of the money will be made available through the International Market Development Grant program that will provide funding assistance for Kansas businesses as they explore overseas markets. The grant will also fund state-led international trade missions where Kansans will host booths at trade shows and one-on-one meetings.

[Continued here...](#)

Food Summit 2011 Focuses On Food

peer-reviewed studies of the environmental, human health and economic benefits and risks of lawn and landscape products.

"I see this site as a critically valuable tool for efforts to argue against 'cosmetic use' bans in the states," says Jim Gray, Executive Director, Industry Task Force II on 2 4-D Research Data. "The Chamber will stretch our reach out to businesses who have not been able to engage yet."

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Choices, Challenges and Realities

The primary concern voiced by speakers at this year's Food Summit put on by the Center For Food Integrity (CFI) was the need for balance in building a sustainable food system and transparency - on the part of food producers - to earn public trust.



While some diehards among food producers and processors concede that building public trust is a worthwhile objective, they still argue it is not relevant to success in the business. But qualitative data drawn from the new CFI's 2011 Consumer Trust Research - unveiled at the Food Summit in Chicago by Charlie Arnot, CFI Executive Director - refute such an attitude.

"This outdated notion," said Arnot, "fails to recognize the financial benefit of maintaining the trust of stakeholders who can determine the level of social license or social control an organization enjoys." Arnot explained social license as the privilege [accorded, for example, to a food processing company] of operating with minimal formalized restrictions (legislation, regulation or market mandates) based on maintaining public trust by doing what is right." Organizations are granted a social license, he noted, when they operate in a way that is consistent with the ethics, values and expectation of their stakeholders - who include customers, employees, the local community, regulators, legislators and others.

[Continued here...](#)

Boehringer Ingelheim Vetmedica Inc: FDA Approves Drug To Treat Signs Of Equine Cushing's Disease

Boehringer Ingelheim Vetmedica Inc. received approval from the Food and Drug Administration to market a drug for treatment of the clinical signs associated with pituitary pars intermedia dysfunction (PPID), also known as equine Cushing's disease. Prascend, Boehringer's registered trademark for the drug pergolide mesylate, is the first and only FDA-approved product for the management of PPID in horses, the company said. The drug is administered in tablet form and decreases the risk of complications of PPID, including those that have the potential to be life-threatening.

[Continued here...](#)

Meat Scientists Work to Enhance Marbling in Beef Cattle

Several university researchers are collaborating to find ways to increase marbling in beef cattle without adding extra days on high-concentrate diets. The study is sponsored by the Kansas Beef Council with Beef Checkoff funds.

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Because of high costs of feed and grain for cattle feeders, the researchers are trying to achieve the same degree of marbling with less days on feed, said Texas Tech meat scientist, Brad Johnson. Johnson began work on the project while at Kansas State University. He joined the Texas Tech faculty three years ago as the Gordon W. Davis Regent's Chair in Meat and Muscle Biology. The findings of the team's research to date were presented at the American Meat Science Association's Reciprocal Meat Conference held in Manhattan earlier this year.



[Continued here...](#)

The Complex Issues of Antibiotic Use Faced At Symposium

Researchers in animal health and human health confronted the on-going issue of antibiotics in food animal production at the National Institute for Animal Agriculture's symposium: Antibiotic Use in Food Animals: A Dialogue for a Common Purpose symposium. The two-day event in Chicago last month followed the Center For Food Integrity's Food Summit 2011 hosted by Council member Charlie Arnot.

The idea that antimicrobial resistance in food animals exists and is a potential health hazard to humans is a compelling and emotional issue pitting scientists and animal health care professionals against consumer activists/watchdogs and consumers themselves. Science almost overwhelmingly shows the probability of food animals' developing resistance to antimicrobials and endangering humans to be remote and statistically non-existent. But that hasn't ended the argument.

"There are times when science may not help us when values are at play," explained Scott Hurd, DVM, PhD, Iowa State University, and symposium moderator. If sheer science cannot convince consumers that the antimicrobial resistance is a minimal risk, then scientists will have to incorporate consumer values and emotions into their argument when those play a larger role in consumers' decisions and choices. Some of the value-based questions Hurd says consumers rate higher than objective data include these:

- * Is modern farming acceptable?
- * Who should benefit and how much?
- * How much veterinary oversight is enough?
- * What is over or unacceptable use of products?
- * What is acceptable risk?

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