

THE Agricultural Business Council of Kansas City

November 30, 2012

In This Issue

[Social Media Workshop](#)

[December Meeting](#)

[Boulevard Founder Speaks](#)

[AFA Animal Institute](#)

[Dupont Pioneer Exec](#)

[Dillingham Award](#)

[Water Conservation](#)

[Upcoming Events!!](#)

Save The Date: January Luncheon

Shook, Hardy & Bacon will again host the Council's January luncheon meeting and present its 2013 Agribusiness Legal Update on **January 17** at the SH&B offices, 2555 Grand Boulevard, Kansas City, Missouri. Check-in begins at 11:30 am. For registration information, visit: www.agbizkc.com

AFA Offers Scholarships for Students in Agriculture

Agriculture Future of America offers several scholarships to graduating high school seniors and current college students. Brief descriptions of these programs are available below. Please visit www.agfuture.org/scholarships to learn more about all of the scholarship programs listed here:

- **AFA Leader and Academic Scholarships:** National AFA Leader and Academic scholarships are available to graduating high school seniors enrolling in agriculture-related four-year degree programs across the

Council Stages Social Media Workshop

One of the key take-home messages from the Council's "Unconventional Agvocacy" presentation November 16 at the American Royal on implementing social media in agriculture marketing is that all social media will eventually be mobile. Sooner than later. And for farmers, that is already the case. As a group, noted workshop moderator Beth Davis of AdFarm, 44 percent of farmers own a smartphone - which is the highest rate per capita of any other demographic segment of the population.



Davis also mentioned farmers favor YouTube over Facebook by a margin of two to one. She backed that up saying the Peterson Brothers overnight YouTube hit "I'm Farming and I Grow It" has recorded upwards of 5 million viewers since it went viral two months ago. The brothers, who were on hand to perform their music video live for workshop participants, originally had much more modest expectations. They're still amazed the video has received 850,000 hits in Australia.

[Continued here...](#)

Council To Hold Annual Meeting In Festive Setting



As a tradition, the December Council luncheon will double as a holiday gathering and the forum for its annual meeting. The Council will hold the luncheon at Lidia's Italy in the Freighthouse District on December 13 at 11:30 am. Featured speaker Jim Muehlberger of Shook, Hardy & Bacon will present the "Showdown with Jesse James," his account of the historic tale of Jesse James and his trail in Missouri. For registration information visit: www.agbizkc.com

Boulevard Brews Up A Hometown Success

Although Boulevard Brewing Company started construction of its first brewery on Southwest Boulevard in 1988 and rolled



nation. The deadline to apply for this scholarship is March 15, 2013.

- **Water Street Solutions provides five AFA Leader and Academic Scholarships** to students from the following states: Illinois, Iowa, Indiana, Kentucky, Minnesota, Nebraska and Ohio. This opportunity is available to incoming freshman and current college students pursuing careers in agriculture. The deadline to apply for this scholarship is March 15, 2013.
- **DFA Cares Foundation** provides two AFA Leader and Academic Scholarships to students throughout the country who express interest in a career in the dairy industry. Preference may be given to incoming college freshmen, but all are encouraged to express interest. The deadline to apply for this scholarship is March 15, 2013.
- **William J. Collins Scholarship:** The William J. Collins scholarship was established to honor Mr. Collins upon his retirement from AgriBank, recognizing his many years of service. This scholarship is awarded to graduating high school seniors who are children of AgriBank district employees. Scholarship applicants must be planning to pursue a bachelor's degree in an agriculture-related, four-year degree program, or have expressed intent to complete a four-year degree in the United States.

For questions about any of the scholarships listed above or to learn more about AFA, please contact Emily Page at 888-472-4232; Emily.page@agfuture.org.

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out the first keg of Pale Ale in 1989, the company's founder John McDonald admitted he has been in the business a lot longer. As the feature speaker at the October Agricultural Business Council luncheon, McDonald said his brewing career began in a friend's basement when he was 13-years-old. His market was the high school demographic a few years older than he was.



Now Boulevard is considered one of the premier craft brewers in the country with \$32 million in revenue last year, and expectations to grow by as much as 70 percent over that mark in 2012. It has a brewing capacity of 600,000 barrels and fermentation capacity for 175,000 barrels.

With its Smokestack Series setting the pace, Boulevard entered a number of new markets in 2012, including Georgia, North Carolina, Massachusetts, California and Wyoming. Its products are now available in 24 states all told. Still, though, Boulevard's Pale Ale and Unfiltered Wheat are the foundation of the company's success.

[Continued here...](#)

AFA Animal Institute: Bringing the Nation's Top Talent to KC

AFA's annual Animal Health Corridor Tour has expanded its reach to students across the nation as it becomes an official part of the AFA Leader Institute series. The AFA Animal Institute will be held April 7-9, 2013, in Kansas City, Mo. This is an opportunity for organizations within the Animal Health Corridor and the animal industry to connect with top agriculture students interested in the animal industry while facilitating student exploration of what the industry can offer.



For businesses in the Animal Health Corridor, this is an opportunity to meet and connect with future agribusiness leaders. Companies participating in the tour will have the unique opportunity to host an interactive meeting at your business location, and provide a tour and overview of your business structure and culture. Opportunities also exist for event sponsorship and further engagement with

students during closing reception and dinner April 8.

Approximately 75 top students from across the nation will be selected to travel to Kansas City for this three-day event. Students are involved in a variety of majors from animal science to agricultural communications. To learn more about the AFA Animal Institute, visit www.agfuture.org/animalhealth. If your organization would like to take part in this event, please contact Mark Stewart at mark.stewart@agfuture.org.

DuPont Pioneer Exec Paints 'Purposeful' Image Of Agriculture

At the November Agricultural Business Council breakfast meeting at the Sheraton Crown Center, Dan Cosgrove, vice president of biotech business development for Dupont Pioneer, made a point of telling members and students attending the AFA Leadership

Conference there is "a purpose in agriculture" that no other industry can match. "Feeding the world is important," he said, "and no matter what your agribusiness activity is - growing, processing, distributing and so forth - you've got a purpose." In an aside, Cosgrove admitted chiding colleagues in DuPont's paints and adhesives divisions about his biotech seed group's elevated



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aspirations.

Cosgrove went on to say this purpose carries huge responsibilities for agriculture, but fortunately the industry is rising to the occasion. "A problem well-defined is a problem half solved," he quoted, and listed several challenges agriculture faces such as food security and food availability, where to grow it and how to provide it to the more than one billion people who still got to bed hungry. Food security - ensuring people not only have safe food but a guaranteed supply of it - has become an issue in some countries more important than national defense. China is very paranoid about food security, Cosgrove explained, and sees threats to its availability as virtually an assault on national security.

[Continued here...](#)



Nominations Open For 2013 Dillingham Award

The Council is seeking nominations for the 2013 Jay B. Dillingham Award for Agricultural Leadership and Excellence. The honor is presented annually to individuals in the business community whose entrepreneurial spirit, business accomplishments and community involvement drive the economic growth of the Heartland's agribusiness industry. Candidates for the award will have demonstrated the vision and leadership to advance and sustain farming and ranching, feed grain and food processing, transportation, energy and biofuel, commodity marketing. They will have left their mark on education and research, animal health and welfare, food safety and bioscience.

Past honorees have included:

- Senator Pat Roberts, U.S. Senator, Kansas
- Michael R. Haverty, Chairman and CEO, Kansas City Southern
- Steven D. Hunt, CEO, U.S. Premium Beef
- R. Crosby Kemper, Jr., Chairman Emeritus of UMB Financial Corporation
- Joerg Ohle, President and General Manager of Bayer Corporation's Animal Health Division in North America
- Morton Sosland, Editor-in-Chief, Sosland Publishing Company



"We are asking each member to provide the name of at least one individual you believe is worthy of this honor and who should be considered as a possible recipient for the 2013 Award," said JJ Jones, Honoree Selection Committee, Agriculture Business Council of Kansas City. "We look forward to continuing this tradition of honoring those truly outstanding individuals who have created a distinctive legacy for agriculture in this region."

Nominations should be submitted to Erica Venancio: erica.venancio@agbizkc.com or P.O. Box 26426, Kansas City, MO 64196. Deadline is December 10, 2012.

Water Conservation, Value among Topics at Governor's Water Conference

Water. It's essential to life, yet it is often not treated as the precious commodity that it is.

Kansas water issues were the topic when more than 500 people came together for the Governor's Conference on the Future of Water in Kansas Oct. 30-31 in Manhattan. The conference was hosted by Kansas State University and the Kansas Water Office.

Growing populations in some areas, combined with climate change, fixed water supplies and a declining Ogallala Aquifer mean that there is an increasing need to determine the economic value of water, said

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Frank Ward, professor of agricultural economics at New Mexico State University.

Several presentations focused on the Ogallala Aquifer, the vast, shallow underground water table aquifer that lies underneath portions of eight states - Kansas, Nebraska, South Dakota, Colorado, Wyoming, New Mexico, Texas and Oklahoma. Many agricultural producers in western Kansas and other states use water from the Ogallala.

"For agriculture, we combine 'crop production function' developed by agricultural engineers and agronomists with crop budgets developed by agricultural economists to generate 'crop revenue functions,'" said Bill Golden, agricultural economist with K-State Research and Extension.

[Continued...](#)

Upcoming Council Events: Mark Your Calendars!!

- December 13: [Annual Meeting at Lidia's Italy](#)
- January 17: [January Legal Update. Shook, Hardy & Bacon](#)

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