

THE Agricultural Business Council of Kansas City

September 28, 2011

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Corridor Conversations: Talking About Immigration and Animal Health

Federal and state initiatives to regulate immigration could have social and economic consequences for the agriculture industry, say experts close to the issue. Their observations and insight will be presented next Thursday, September 29, at the Animal Health Corridor's continuing series, Corridor Conversations. The event, staged by the Greater Kansas City Chamber of Commerce, will take place in the Chamber Board Room at Union Station, 30 West Pershing Road, Kansas City, Missouri, from 4-6 pm. A reception will follow.

Allie Devine, Vice President and General Counsel for the Kansas Livestock Association, and Angela Ferguson, Partner, Austin & Ferguson, LLC, will discuss how current immigration proposals will directly affect livestock operations, related businesses, families and communities throughout the Midwest.

Corridor Conversations is

Farmers Connecting On the Internet



Even though rural Americans were the "original users of social networking - with the old telephone company party lines" - farmers have been slow to pick up on modern social media. So far farmers are using social media for entertainment and connections with family and friends. "But we expect it to grow in their business use," said Tom Davis, Vice President/Group Publisher, Meredith Corporation, during his remarks to Council members at this month's meeting and lunch at the American Royal.

At the moment, about 18 percent of U.S. farmers have Facebook accounts, 1.1 percent use Twitter and 1.4 percent subscribe to Linked-In. This, however, doesn't mean farmers are not connected to the Internet. Currently 72 percent of them have high speed Internet use, up from 59 percent in 2009. In the last two years, mobile phone use has doubled among farmers. In 2009, 4 percent owned a mobile phone, and 23 percent planned to buy one. In 2011, 10 percent had acquired one, and 45 percent intended to do so.

Smartphone ownership, noted Davis, is even higher among full-time farmers than it is with the general public. The margin is narrow, but 39 percent of full-time farmers own a smartphone, compared to 38 percent of the general public. Research compiled by Meredith shows the number of full-time farmers accessing the Internet through their phones is about the same as the general public (46 percent to 44 percent). However, full-time farmers are more apt than the rest of America to check their email using the mobile (46 percent to 38 percent).

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Boehringer Ingelheim Vetmedica Names New President And CEO

Dr. Albrecht Kissel took over responsibilities for Boehringer Ingelheim Vetmedica Inc.'s domestic sales and marketing, research and development, and manufacturing operations on September 1. He will be based at the St. Joseph, Missouri, headquarters of BIVI, a subsidiary of Boehringer Ingelheim Corporation.

With nearly two decades of experience in the animal health industry,

sponsored by ABC Laboratories, BCS Communications, Missouri Technology Corporation and the law firm Shook, Hardy & Bacon, LLP.

For reservations, please contact Catherine Dobson at the Greater Kansas City Chamber of Commerce. Call (816) 374-5464 or e-mail dobson@kcchamber.com

2nd Animal Health Industry Seminar Set for Oct. 11 at K-State Olathe

The Department of Agricultural Economics will host a luncheon seminar on animal health regulations from 11 a.m. to 2 p.m., Tuesday, Oct. 11, at the K-State Olathe Campus.

The seminar, the second in the Animal Health Corridor Lecture Series, will address USDA regulations for the animal health industry.

Speakers will include Dr. Byron Rippke, director of policy, evaluation and licensing for the USDA APHIS' Center for Veterinary Biologics, and Dr. Carol Rinehart, director of poultry and cattle vaccines research and development for CEVA Biomune.

Ticket information is available online at ageconomics.ksu.edu under Events. RSVP by Oct. 3. Tickets include lunch.

For more information, contact Dr. Kara Ross at (785) 532-3536 or kross@agecon.ksu.edu

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Kissel began his career with BI in sales and marketing and has worked in Germany, Austria, Southeast Asia and China. In 2002 he was named Global Head of Business Development responsible for growing the animal health business through mergers and acquisitions - including the most recent acquisition of certain assets of Fort Dodge Animal Health.

For more information, [CLICK HERE.](#)

U.S. Farmers and Ranchers Alliance At Work

As part of its mission to enhance consumer trust in U.S. agriculture, the USFRA initiated a unique facet to its campaign to inform Americans - and address their misperceptions - about the agriculture and food production industries. W

ith a full page advertisement in the September 20 issue of the Wall Street Journal (paid for from checkoff revenues), the USFRA introduced "The Food Dialogues" and invited consumers to participate in a webcast streaming on a special website (www.fooddialogues.com) and on Facebook.



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Kansas Governor Will Host Animal Agriculture Summit

Governor Sam Brownback is looking for feedback and recommendations from agribusiness next week at his Economic Summit on Animal Agriculture in Garden City, Kansas, September 28. Summit attendees will have the opportunity to provide thoughts and ideas his administration can use as it creates policies to support and further develop animal agriculture in the state.

Organizers are encouraging farmers, ranchers and producers to attend and participate in the Summit because "public involvement is crucial to this important step in encouraging thriving rural communities throughout Kansas."

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Kansas Bioscience Authority Steps Up Activity With Animal Health Firms

The Kansas Bioscience Authority (KBA) investment committee has recommended new investments to attract animal health product companies to the state, and to help expand the activities at Ceva Animal Health's Lenexa, Kansas, facilities. The KBA's full board of directors must approve the grants and investments before they are disbursed.

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New Zealand Drug Company Moving Into Animal Health Corridor

Argenta, a New Zealand-based drug development and manufacturing company, plans to put part of its U.S. operation in the Kansas City

Wyatt Brummer
The Scoular Company

Frank Bryant
SES, Inc.

Tim Daugherty
Land O'Lakes

Jim Gray
Heartland Plant Innovation Center

Mike Johanning
John Deere

J.J. Jones
Seaboard Foods

Damon New
First State Bank & Trust

Don Nikodim
Missouri Pork Association

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Animal Health Corridor, creating 38 jobs and \$2.8 million in payroll during a five-year period. Announcing the move during the KC Animal Health Corridor Homecoming dinner last month, Argenta said it will establish its U.S. research and development activities in Lawrence's Bioscience and Technology Business Center.

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Kansas State Professors Receive National Crops Teaching, Research Awards

Two Kansas State University faculty members have received national honors from the Crop Science Society of America (CSSA) and American Society of Agronomy (ASA). The two educational organizations help advance the practices of agronomy and crop and soil sciences by supporting professional growth and science policy initiatives.



Kevin Donnelly, professor of agronomy, received the CSSA 2011 Crop Science Teaching Award. Donnelly's primary focus is crop science teaching and student service. He has served as ASA Resident Education Division chair and national adviser for Students of Agronomy, Soils and Environmental Sciences. Donnelly also has been the crops team coach and agronomy club adviser at both KSU and Oklahoma State University. He served as assistant dean in the KSU College of Agriculture for 10 years.

Daniel Sweeney, professor, soil and water management, KSU Southeast Agricultural Research Center, received the 2011 Werner L. Nelson Award for Diagnosis of Yield-Limiting Factors from the ASA. Sweeney has focused his research on soil fertility and management for row crops and forages grown on claypan soils. He has served on the editorial boards of *Journal of Production Agriculture* and *Agronomy Journal*, and is the current editor of *Crop Management*. Sweeney is a Fellow of ASA and SSSA.

Forum On Antibiotic Use In Food Animals Slated

The National Institute for Animal Agriculture (NIAA) is planning a national forum centering on antibiotic use in food animal production on October 26-27 in Chicago. Researchers and experts in animal agriculture and livestock health will join specialists in human health to discuss the use of antibiotics in the sustainable production of food.

The use of antibiotics in the production of food animals has emerged as a hot button issue as consumers become more aware and interested in the way their food is produced. Livestock producers realize that significant animal illness can be avoided by the use of antibiotics, but consumers are being told that any use of antibiotics leads to a lower effectiveness of antibiotics in humans.

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