



# Broadcasters Letter

United States Department of Agriculture \* Office of Communications \* Washington, D.C. 20250-1300

Letter No. 3027

October 8, 1999

**USDA TO ISSUE MORE THAN \$1.3 BILLION IN CRP PAYMENTS** - Agriculture Secretary Dan Glickman announced (October 4) that payments of more than \$1.3 billion are being made to eligible producers under the Conservation Reserve Program (CRP). The program will pay an average of \$5,000 per farm and \$45.15 per acre on more than 400,000 contracts and 270,000 farms. Glickman said, "The CRP is tremendously beneficial for producers and the general public. It has reduced soil erosion and expanded wildlife habitat while improving air and water quality, restoring wetlands, and encouraging tree planting. And at the same time, it has strengthened farm income." Under the CRP, producers voluntarily retire environmentally sensitive land for 10 to 15 years. In return, USDA's Commodity Credit Corporation makes annual rental payments to producers and shares the cost of establishing approved conservation practices. **Contact: Dann Stuart (202) 690-0474.**

**NORTH CAROLINA FLOOD DAMAGE** - USDA's Under Secretary for marketing and regulatory programs Michael Dunn toured flooded areas in North Carolina this past weekend, meeting with affected swine and poultry producers, inspecting carcass disposal operations, and touring a flood-damaged hog farm. Dunn said, "Hog and poultry producers have been wiped out, families dependent on agriculture for income are jobless, and the cleanup operation is daunting. We are going to do everything we can to help farmers get back on their feet again." Current estimates put the loss to agriculture at about 33,000 hogs and more than 2.7 million poultry. Dollar losses could top \$1 billion once final figures are tabulated. **Contact: Ed Curlett (301) 734-5175.**

**USDA HONORS GEORGE WASHINGTON CARVER** - Agriculture Secretary Dan Glickman proclaimed October 4-8, 1999, as "George Washington Carver Recognition Week." Among honors being given Carver is designation of a new headquarters facility for the U.S. Department of Agriculture in Beltsville, Maryland, as the George Washington Carver Center. Glickman said, "Dr. Carver was a remarkable man. Though born into slavery, through education and hard work, he rose to prominence. His outstanding and creative research improved the health and living conditions of the southern farmer." Carver developed and taught crop rotation methods for conserving nutrients in soil, a practice that revolutionized farming in the South. As an agricultural chemist, he developed industrial applications from agricultural crops and discovered hundreds of new uses for peanuts, soybeans, pecans, and sweet potatoes. He is recognized by many as one of the finest scientists the world has ever known. **Contact: Martha Cashion (202) 720-3310.**

**BIOTECHNOLOGY RESEARCH AWARDS** - Agriculture Secretary Dan Glickman announced (September 29) grants totaling \$1.3 million for research on the environmental effects and risks associated with agricultural biotechnology. Glickman said, "These research projects will provide government, industry, and consumers with valuable additional information on the effect of introducing genetically modified organisms into the environment. We want to be smart about biotechnology, embracing its potential, remaining responsive to consumer concerns, and, above all, letting science be our guide." The

grants were awarded to: Ohio State University, North Carolina State University, University of California, University of Minnesota, University of Maryland, Agricultural Research Service in Madison, Wisconsin, and Kansas State University. **Contact: Len Carey (202) 720-1358.**

**EXTENDING HACCP INTO SLAUGHTER OPERATIONS** - The U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS) and three volunteer plants began the pilot-testing phase of a new inspection models project. The project is an effort to more fully integrate the principles of a science-based, preventive food safety system into slaughter operations and to determine if this new system is at least as effective as--or better than--current inspection systems. Twenty-eight plants that slaughter young, healthy animals have volunteered so far to be a part of this nationwide test and are in various stages of preparing for the project. Under the HACCP-Based Inspection Models Project, volunteer plants are extending their Hazard Analysis and Critical Control Point (HACCP) systems to cover activities conducted at slaughter to remove from the food supply meat and poultry that are not safe for human consumption. The plants have also developed process control plans to address non-food safety conditions. These activities are not currently covered under HACCP. Plants will assume responsibility for identifying and removing carcasses with non-food safety defects, defining corrective actions, and solving production control issues. **Contact: Beth Gaston (202) 720-9113.**

**NEW RULES FOR MANAGING NATIONAL FORESTS PROPOSED** - Citing it as one more example of how the USDA Forest Service is changing the way it does business, Agriculture Secretary Dan Glickman unveiled (September 30) new proposed rules for managing the National Forests. The planning regulation will focus on four key areas to ensure that national forests are properly managed for multiple uses. The new forest plans developed under this rule will: 1) involve the public earlier in defining the issues and goals of individual national forests; 2) ensure the sustainable use of the forests to protect the environment while fulfilling the country's economic, social, and leisure needs; 3) improve the use of science in planning and project decisions; 4) make forest planning dynamic and responsive to new information and opportunities. The proposed regulation is based upon a report prepared for the Secretary of Agriculture by a Committee of Scientists, which he commissioned to review forest planning efforts to date. **Contact: Keven Kennedy (202) 205-7173.**

**ADVISORY COMMITTEE ON AGRICULTURE STATISTICS** - Agriculture Secretary Dan Glickman announced (October 4) the appointment of 25 members to serve on the U.S. Department of Agriculture's Advisory Committee on Agriculture Statistics. Glickman said, "The Committee will be particularly important in helping to shape the future of the National Agricultural Statistics Service survey and census programs. It will prepare recommendations regarding the types of agricultural information to obtain from respondents and the content of agricultural reports." The Advisory Committee on Agriculture statistics includes members representing a broad range of agricultural disciplines and interests. The Committee will meet to advise the Secretary of Agriculture on the scope, content, and timing of periodic censuses and surveys of agriculture. **Contact: Arnie Wilcox (202) 720-4415.**

**NEW MARKETS FOR APPALACHIAN SMALL FARMS** - U.S. Departments of Agriculture scientists are helping small Appalachian farms find new markets and niche products, Agricultural Research Service Administrator Floyd Horn announced (October 5). Horn said, "The scientists are looking at products like grass-fed beef and chevon, which is goat meat. Cattle that graze grass have leaner meat than those shipped out to be fattened on corn in Midwestern feedlots. It will command a premium price in the health food market. Farmers could save shipping costs and build a niche market on the East Coast for pasture-fed beef that doesn't compete with conventional beef." To explore these and many other options,

USDA's Appalachian Farming Systems Research Center near Beaver, West Virginia, is organizing "market niche" research partnerships with farmers, experiment stations and agencies in Ohio, Pennsylvania, Virginia and West Virginia. **Contact: William Clapham (304) 256-2858.**

**Edited by Leslie Parker**

## FROM OUR RADIO SERVICE

**AGRICULTURE USA #2209** - At this time of year, one agricultural product, the pumpkin, has its moment at center stage. Gary Crawford explores the past, present and future of pumpkins and Jack-O'-Lanterns. **(Weekly cassette - five minute documentary).**

**CONSUMER TIME #1696** - Combating an Asian insect invader. Are we doing enough to feed the needy? Why we choose the foods we eat. Let's go batty! A fall color hotline. **(Weekly cassette - consumer features).**

**AGRITAPE #2198** - A meeting of the "Quint." Aid in disposing of North Carolina livestock carcasses. Next CRP signup announced. Grain stocks surprises. A "Beezy" business. **(Weekly cassette - news features).**

**UPCOMING ON USDA RADIO NEWSLINE** - Wednesday, October 13, corn outlook, wheat outlook, crop/weather update. Thursday, October 14, milk production, fruit outlook. Friday, October 15, cattle on feed. Monday, October 18, crop progress. Tuesday, October 19, crop/weather update, agricultural outlook. Wednesday, October 20, coverage of scheduled House Agriculture committee hearing with Agriculture Secretary Dan Glickman on upcoming WTO talks. Monday, October 25, crop progress, U.S. agricultural trade update. Tuesday, October 26, livestock outlook, crop/weather update. **These are USDA reports we know about in advance. The newslines carries many stories every day that are not listed in this lineup.**

**USDA RADIO NEWSLINES: (202) 488-8358 or 8359.**

**COMREX ENCODED (202) 720-2545.**

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

## FROM OUR TELEVISION SERVICE

### Features:

*U.S. Food Aid to Russia.* U.S. commodities are making their way to hungry people in Russia, where sales of donated foods are helping to fund Russian social programs. Patrick O'Leary reports.

*USDA Building Named for George Washington Carver.* USDA's new office building in Beltsville, Maryland is named for pioneer, agricultural scientist, George Washington Carver. Patrick O'Leary reports from this week's dedication ceremony.

*USDA Finds Clues to Redder, More Nutritious Tomatoes.* Researchers with the U.S. Department of Agriculture in San Francisco are developing more nutritious tomatoes - tomatoes with a compound called

Lycopene (LIKE -oh-peen). Marcos Ocadiz (oh-CAH-deez) reports.

## **Actualities:**

Dan Glickman, Secretary of Agriculture, testifies before House Agriculture Committee about U.S. food aid to Russia.

**SATELLITE COORDINATES FOR TV NEWS FEEDS:** Available Thursdays, 4:15-4:30 p.m. ET Galaxy 6 (C-Band), Transponder 11-Horizontal, Downlink Frequency 3920 MHZ, Audio 6.2/6.8.

**Comments and suggestions are welcome regarding USDA broadcast services. Call Larry Quinn, (202) 720-6072, or write: Mail Stop 1360, USDA, Washington, D.C. 20250-1360. Internet e-mail: Larry Quinn @ USDA.GOV.**

## **OFF MIKE**

**WORST NATURAL DISASTER . . .** in North Carolina history is how the aftermath of Hurricanes Floyd and Dennis is being described, reports **Ken Tanner** (WRAL-TV, Capitol Agribusiness Network, Raleigh, NC). Last weekend a tele-radiothon involving 100 stations raised \$ 2 million for relief. A Farmer Disaster Fund has been established by the North Carolina Department of Agriculture, and 100 percent of the donations will go to help farmers and the agricultural community in eastern North Carolina get back on its feet, according to North Carolina Commissioner of Agriculture **Jim Graham**. Checks can be sent to NCDA Farmer Disaster Fund, P.O. Box 27647, Raleigh, NC 27611.

**UPDATED HURRICANE DAMAGE ESTIMATES . . .** reveal that 2,078,670 North Carolina crop acres were affected by Hurricane Floyd for a total of \$431,851,887. Livestock losses total \$9,413,100. Other losses including farm buildings and equipment are \$193,528,000. Overall agricultural losses from Floyd total \$634,792,987. Earlier, Hurricane Dennis caused an estimated \$43,135,804 in agricultural damage.

**IN A NEW JOB . . .** beginning this week is **Lew Middleton** (formerly with WIBC Radio, Indianapolis, IN). On October 4, he began work as Director of Information and Public Relations for the Indiana Farm Bureau headquartered in Indianapolis. Lew says this is his first job out of radio in nearly 20 years. His seven-member staff is responsible for publishing a bimonthly magazine, producing several video projects, writing news releases, and conducting media training.

Lew says he is looking forward to the new challenge and especially to no longer getting up at 3:00 a.m. for his radio show. Now, he is adjusting to "rush hour" traffic.

**FARM DIRECTOR POSITION . . .** that Lew held is open, and persons wishing to apply may send tape and resume to: **Jon Quick**, Program Director, WIBC-AM Radio, 40 Monument Circle, Suite 400, Indianapolis, IN 46204. Owned by Emmis Communications, WIBC has an all-digital, state-of-the-art broadcast facility that overlooks the circle in the heart of downtown Indianapolis.

**LARRY A. QUINN, Director**  
**Video, Teleconference & Radio Center**