



AGRIBUSINESS ASSOCIATION OF IOWA

TAKE FIVE

A five-minute summary of industry activities for members of the largest state agribusiness association in the nation.

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Inside this issue:

Page 1

Ag Policies and Research Should look Beyond Productivity

TFI Announces Fertilizer 101 Initiative

ARA Retailer of the Year Award - Now Accepting Nominations!

Page 2

WHO-HD Ratings Explosion Continues in Latest New Ratings

Tee-off with AAI!

Risk Management Workshop Scheduled for July 27, 2010

Ag Policies and Research Should look Beyond Productivity

U.S. farmers are under pressure to produce more, pollute less, fulfill consumer preferences, and make a living -- all with increasingly scarce natural resources and the uncertain effects of climate change, says a new report from the National Research Council. To help U.S. agriculture evolve to meet these demands, the report concludes, national agricultural policies and research programs should look beyond focusing only on low costs and high production and adopt a holistic perspective to farming that encompasses multiple end goals.

"Although farming productivity has increased, nowadays farmers are being asked to do more than produce more food for a growing world population," said Julia Kornegay, chair of the committee that wrote the report. "Many modern agricultural practices have unintended negative consequences, such as decreased water and air quality, and farmers have to consider these consequences while trying to increase production. If farmers are going to meet future demands, the U.S. agriculture system has to evolve to become sustainable and think broadly -- past the bottom line of producing the most possible."

To help achieve a sustainable agriculture system that looks beyond the end goal of providing more goods, the committee identified four goals that should be considered simultaneously:

- satisfy human food, fiber, and feed requirements, and contribute to biofuels needs
- enhance environmental quality and the resource base
- maintain the economic viability of agriculture
- improve the quality of life for farmers, farm workers, and society as a whole

Achieving the goals will require long-term research, education, outreach, and experimentation by the public and private sectors in partnership with farmers.

The report stresses that farmers' decisions to employ new practices are influenced by external forces, such as science, markets, public policies, land tenure arrangements, and their own values, knowledge, skills, and resources.

For more information on the study, go to: <http://national-academies.org/morenews/20100629.html>.

The Fertilizer Institute Announces Fertilizer 101 Initiative

The Fertilizer Institute (TFI) announced the launch of a "Fertilizer 101" initiative, aimed at providing the people of the fertilizer industry, their allies in the agriculture community and the general public with a central source of information on fertilizers. Key components of the initiative are a Fertilizer 101 book and a corresponding www.fertilizer101.org website.

"World population will grow to more than 9 billion people by the year 2050 and fertilizer will be increasingly important as modern agriculture works to feed a growing world," said TFI President Ford B. West. "We cannot allow the idea that food comes only from the supermarket to take root. It's in this spirit that TFI developed Fertilizer 101. We hope that readers

and visitors to the website will gain information that provides a better understanding of what fertilizer is and why it's so important to our future."

Fertilizer 101 replaces TFI's Fertilizer Handbook. As was the case with the Fertilizer Handbook, the new book and website cover the important fertilizer fundamentals including information on essential nutrients, fertilizer production and definitions of commonly used fertilizer products.

The Fertilizer 101 book is available for purchase from TFI (<http://www.tfi.org>) at a cost of \$39.95 per copy. TFI members can order copies at the discounted price of \$14.95 per copy.

ARA Retailer of the Year Award – Now Accepting Nominations!

The Agricultural Retailers Association (ARA) is currently accepting nominations for the Agricultural Retailer of the Year Award. This award is sponsored by Monsanto Company, ARA and *AgProfessional* magazine and honors retailers who consistently exceed their customer's expectations and serve as a positive example for other retailers through their outstanding and innovative business practices.

The process for nominating a company to receive the ARA Retailer of the Year Award is simple. Complete

the online entry form by August 13, 2010. The online entry form can be found at: <http://vance.upickem.net/engine/Welcome.aspx?contestid=8365>. Retailers are also welcome to nominate their own operation for the award. A panel of judges will select five finalists and contact these retailers by early September.

For more information on the Retailer of the Year award, visit the ARA website at www.aradc.org or contact Michelle Hummel at (202) 457-0825 or michelle@aradc.org.

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WHO-HD Ratings Explosion Continues in Latest News Ratings *Iowa Agriculture Benefiting Through Increased Exposure on Agribusiness Report*

The May television ratings are in and WHO-HD is the clear winner attaining double-digit gains in all weekday newscasts while KCCI's downward trend continues with nearly every newscast down double-digits. Channel 13 News *Today in Iowa* is now entrenched as the uncontested number 1 morning newscast for the last year. Iowa agriculture is now reaching a broader audience and benefitting from WHO-HD's increased ratings on the number 1 morning newscast through the daily Agribusiness Report.

The Agribusiness Association of Iowa produces two daily, three minute Agribusiness Report segments that air on WHO-HD. The report covers markets, market analysis, agribusiness news, etc. and is anchored by Ken Root. The Agribusiness Report airs at 5:50 a.m. during the number 1 morning newscast, *Today in Iowa* and at 12:50 p.m. during the Channel 13 News at Noon. The daily reports and additional agribusiness news can also be found on TV-13's website at: www.whotv.com/news/agriculture/.

"This isn't news just for farmers," explains WHO-DT President and General Manager Dale R. Woods. "This will be information that im-

pacts a significant and important sector of Iowa's economy with tentacles to many others. We are fortunate to have the incredible agricultural and broadcast experience of Ken Root to condense and make sense from the volume of information."

"This is an unprecedented opportunity for Iowa agriculture," said Mark Reisinger, AAI CEO. "Not only do we have the opportunity to inform the ag industry as a whole, but we also have the ability to clear misconceptions held by the general public."

Critical analysis and feedback is important to tailor the TV segments to Iowa's agribusiness audience. Please email Ken Root (ken.root@agribiz.org) or Laura Sinnwell (laura@agribiz.org) with any input or programming ideas.

AAI also has the opportunity to place advertisers and sponsors following the Agribusiness Reports and on WHO-TV's website. If you would like additional information regarding advertising, please contact the AAI office at 515.262.8323 or email Laura Sinnwell at laura@agribiz.org.

AAI Membership Value

Upcoming AAI Committee Meetings & Events

- AAI Golf Outing: July 7, 2010, 11:00 am lunch, 12:00 pm tee-off, Fox Ridge Golf Course, Dike, IA
- AAIS Board Meeting: July 8, 2010, 8:00 am - 12:00 pm. AmericInn, Spencer, IA
- AAI Golf Outing: July 8, 2010, 11:00 am lunch, 12:00 pm tee-off, Emerald Hills Golf Course, Okoboji, IA
- AAI Board Meeting: July 15, 2010, 10:00 am - 3:00 pm, AAI Office, Des Moines, IA

For additional information and to view more upcoming events, go to the AAI website at www.agribiz.org for.

Tee-off with AAI!

AAI members will be hitting the greens next week to network and entertain customers and guests. These golf outings are a great opportunity for you to meet new and longtime members and expand your business. AAI golf outings are throughout the summer all over the state, and we want you to be part of the fun!

AAI will be at Fox Ridge Golf Course in Dike on July 7, Emerald Hills Golf Course in Okoboji on July 8, Legacy in Norwalk on July 14, Lake Panorama National Golf Course in Panorama on July 29, and Riverside Casino & Golf Course in Riverside on September 16. Lunch for all of the golf outings will be served at 11:00 am and tee off will be at 12:00 pm.

Agribusiness Association of Iowa has a block of rooms reserved at the Ramada Inn in Okoboji for members interested in staying overnight during the AAI golf outing at Emerald Hills. The room rates are \$121.90/night during the week and \$149.90/night for the weekends (does not include tax). To reserve a room, call the Ramada Inn at 712-336-3984 and ask for the block under Agribusiness. Limited rooms are reserved.

You can register online or download a form at www.agribiz.org. Please call the AAI office at 515.262.8323 or 800.383.1682 if you have any questions.

Risk Management Workshop Scheduled for July 27, 2010

How will recent health care legislation affect your business in 2010 and beyond? How will social security legislation affect you and your business? Is your company's risk profile being managed in the most effective way? These questions and more will be addressed during AAI's Risk Management Workshop on July 27, 2010.

Representatives from EBS/Holmes Murphy will begin the workshop by discussing the health care reform's impact on employers. After lunch representatives

from MorganStanley SmithBarney will discuss how to better manage the risk profile for you and your company in the coming year.

The Risk Management workshop will be held on July 27, 2010 at the AAI office from 10:00 am - 3:00 pm. Tuition fees for this workshop are \$75 per participant. A registration form is attached and can be downloaded from the AAI website at: www.agribiz.org. Please call the AAI office at 515.262.8323 with any questions you may have.