

THE Agricultural Business Council of Kansas City

December 10, 2009

Council Elects New Leadership Team

A largely new leadership team will ring in the New Year for the Agricultural Business Council of Kansas City in 2010. Elected by the membership at the December 3 Annual Meeting were:

- Chairman - Elvin Hollon, Dairy Farmers of America
- Vice Chairs - Diane Olson, Missouri Farm Bureau Federation and K. Russell Weathers, Agriculture Future of America.

The Council re-elected Bill Brooks, Downes-O'Neill/FCStone LLC as Secretary-Treasurer. Elected to the Board of Directors for two-year terms were: Tim Daugherty, community volunteer; Jim Gray, Heartland Plant Innovations; Mike Johanning, John Deere; JJ Jones, Kansas Department of Commerce; Don Nikodim, Missouri Pork Association; Nancy Robinson, Livestock Marketing Association; John Shostak, Kansas Farm Bureau; Amber Spafford, Osborn & Barr; Steve Taylor, Missouri Agribusiness Association; and Loyd Wilson, Missouri Department of Agriculture

Elected to serve a one year term (filling vacancies in the director class of 2010) to be completed in December 2010 were: Bruce Brinkmeyer, Bayer Animal Health and Russ Weathers, Agriculture Future of America. (click [here](#) for the complete story)

The Council expressed its appreciation to Bob Petersen and Steve Dees for their service as chairman and vice chairman, respectively, over the past two years.

Council Committee Makes Recommendations on Future Direction



The Council's Future Directions Committee reported it's findings at the December 3 Annual Meeting. Committee Member Cliff Becker, Vance Publishing, said the group's findings were based on a membership survey designed to help Council leaders position the group for the future. Becker said Council members gave the monthly luncheon meetings and special events high marks. In addition, the newsletter was rated highly, but the

Industry Notes of Interest

ICM Selected as a DOE Funding Award Recipient

ICM, Inc. is among 19 awardees selected by the U.S. DOE for a pilot/demonstration-scale facility through the DOE's Biomass Funding Opportunity Announcement-Demonstration of Integrated Biorefinery Operations. ICM received notification Dec. 4 that its application has been selected for negotiations leading to an award; the DOE grant amount is \$25 million, and ICM expects to contribute more than \$6 million of its own funds as its cost-share for the advanced biorefinery project.

Dave Vander Griend, president and CEO of ICM said, "We're very excited to have been selected among a highly competitive and accomplished field of applicants for this funding award, and I'm so proud of our employees for their dedication in putting together such a solid proposal. The challenging economy that we've all experienced has been very difficult, but we have the tools available to greatly improve our economy and invest in our own future. We can produce homegrown fuels that can ultimately reduce our dependence on foreign oil, create job sustainability, and expand new opportunities for rural America. (click [here](#) to see the full news release)

NAFB Elects 2010 Officers, Board Members

The National Association of Farm Broadcasters has announced its 2010 officers and board members according to a December 7 report from AgriMarketing. Tom Steever with Brownfield Ag News was elected NAFB National Vice President and he will be part of the 2010 officer team that includes

Committee recommends it be scaled-back into a more condensed product in the future.

The key, though, Becker said was whether the Council members favored the current activity level, because sustaining that level will mean part-time staffing resources in the future. Two-thirds of Council members said they would support part-time staffing to maintain the current activity level, presuming a sound business plan is developed to fund the additional cost. (click [here](#) for the complete committee report)

Cattlemen's CEO Outlines Industry Challenges



Forrest L. Roberts, CEO of the National Cattlemen's Beef Association, provided an overview of challenges and opportunities facing the cattle sector in his remarks at the Council's December 3 luncheon meeting. Challenges include environmental issues (EPA's role and climate change); trade (mCOOL and WTO); animal health and animal welfare (activist pressure); and food safety (proposed legislation and beef recall activity). On the other side of the equation, Roberts said cattlemen can be thankful for beef safety research and intervention; retail and middle meats focus; and for an integrated plan of work for beef promotion. The keys to NCBA's success, Roberts said, will be to (1) lead through this "perfect storm" by rebuilding trust to enable growth, (2) re-establish an efficient organizational structure & decision making process, and (3) rigorously confront essential questions related to strategy, capital and talent. (click [here](#) for a copy of Roberts' presentation)

John Deere Economist Gives Macro View of AgriBusiness Developments



Dr. J.B. Penn, Chief Economist for Deere & Company, described the outlook for agribusiness within the framework of an "economic backdrop unlike any experienced before." Speaking at the Council's November 6 meeting traditionally held at the Hyatt Regency in conjunction with Agricultural Future of America (AFA), Dr. Penn told Council members and a group of AFA student leaders that economic conditions and policy direction remains uncertain.

Even though agriculture fundamentals are positive, he noted, and a global recovery appears to be underway, modern agriculture has been subjected to aggressive scrutiny. Policy initiatives aimed at GHG emissions, land use change, climate change, sustainability, renewable energy, animal rights and so on could significantly alter the business environment. At the same time, agriculture has been issued a series of challenges as the world's population grows: increase food output 50 percent by 2030 - 70 percent by 2050; contribute to national energy security in many countries; and preserve and enhance the

Greg Akagi, WIBW/Kansas Ag Network, and President-elect Lindsay Hill, ABN Radio. (click [here](#) for the full story)

MU Ag Alumni Fundraiser Set for Febr. 6

The MU Ag Alumni Association has announced the 2010 Ag Unlimited silent and live auctions will be held February 6, 2010. Alumni and friends are asked to mark their calendars for the fun-filled evening and to consider donating items for the event, which raises funds for students in the College of Agriculture, Food and Natural Resources (CAFNR). The event will once again be held at the Holiday Inn Expo Center in Columbia, Mo. (click [here](#) for the full story)

2009 Officers & Directors

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Petersen Consulting Services, LLC

Steve Dees
Vice Chair

Bill Brooks
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Curt Blades
Successful Farming

Wyatt Brummer
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Don Nikodim
Missouri Pork Association

Diane Olson
Missouri Farm Bureau

Nancy Robinson
Livestock Marketing Association

Amber Spafford
Osborn Barr Communications

environment while maintaining the rural cultural heritage. (click [here](#) for a more complete report; click [here](#) for Dr. Penn's PowerPoint presentation)

January Meeting to Focus on Legal and Economic Issues in 2010



Council members will again be the guests of Shook Hardy & Bacon for the first luncheon meeting of the New Year which will be held January 21, 2010, at the SHB offices at 2555 Grand in Kansas City. The session, which will be scheduled for 11:30 a.m. to 2:30 p.m.

The theme for the meeting is "Agriculture 2010: Hot Legal and Economic Issues" and the program agenda promises to be both engaging and informative. Two international corporations, representing the retail and technology sectors, have committed to provide speakers who will address the companies' sustainability initiatives. Karen Flournoy, Senior Ag Advisor to EPA Region VII, will discuss current agricultural environmental issues. A presenter from the Mid-America Regional Council will address economic trends and issues heading into 2010, and SHB lawyers will round out the event by briefly discussing emerging animal rights issues and developments in climate change litigation.



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The Agricultural Business Council of Kansas City thanks Dennis McLaughlin, McLaughlin Writers Group, for contributing content for this newsletter. Erica Venancio handles the formatting.