

# THE Agricultural Business Council of Kansas City

June 15, 2009

## Thornton to Headline June 18 Luncheon Meeting



"The Kansas Bioscience Authority: Focused Strategy, Big Results" will be the featured topic for the Council's June 18 luncheon meeting featuring Tom Thornton, president and CEO, Kansas Bioscience Authority. Thornton will provide an overview of the KBA's investment strategy and outcomes, and will take a look at the year ahead and offer a perspective on the impact the National Bio and Agro-Defense Facility will have on the KC Animal Health Corridor.

**Tom Thornton** was named CEO of KBA in 2006 where he leads the effort to stimulate growth in bioscience research and business in Kansas through the investment of approximately \$580 million generated by the Kansas Economic Growth Act. He previously served as president and chief executive officer of the Illinois Technology Development Alliance, establishing it as one of the most respected technology development organizations in the country. He was the senior vice president for Convergent Technology Group, a Seattle-based mergers and acquisitions advisory services firm, and managing partner for divine interVentures, and early-stage venture investment fund.

The luncheon, which will be held at the American Royal, begins at 11:30 a.m. on June 18. Even though the registration deadline has now passed, members should contact Erica Venancio for further information at 816.628.1231 or [erica@petersenconsultingllc.com](mailto:erica@petersenconsultingllc.com).

### Traffic Alert

For those attending the June 18 Luncheon, be aware the 12th street bridge into the West Bottoms is closed. The American Royal recommends I-670 as the preferred alternative route and exit at Genesee Street.

Another alternative from mid-town is to proceed west on 20th Street from Main and turn left on Summit for two blocks, then turn right on Avenida Caesar E. Chavez for roughly 1.5 miles, then turn left onto

## Kansas Wheat Receives Bioscience Innovation Grant

-- Jim Gray Named Interim Director

Kansas Wheat announced on May 19 that the Kansas Bioscience Authority has agreed to fund the newly-created Kansas Innovation Center for Advanced Plant Design in the amount of \$4 million for fiscal year 2010.

The Innovation Center is a public and private collaboration between Kansas Wheat, Kansas State University, the University of Kansas and many private investors. The Center will use a unique, state-of-the-art technology platform to conduct wheat, sorghum and native plants research targeted to specific market needs in the areas of human health and nutrition, animal nutrition and health and biofuels/biomaterials. Once discoveries are made, the Center will focus on commercializing these discoveries, bringing them to market to create additional value and wealth for Kansas.

Kansas Wheat CEO Dusti Fritz announced on May 20 that leading science manager Jim Gray has been appointed Interim Director of the Innovation Center. In making the announcement, Fritz noted Gray's more than two decades of professional, regulatory and leadership experience in the agriculture and biotechnology industries.

"Gray will lead the Center's start-up team which develops and promotes innovative technologies to increase the grain industry's capacity for improvements - particularly in the areas of water and nutrient use, pest management, environmental variability, agronomic improvements and value-added traits," Fritz said. "Jim's specialist skills and diverse industries background will further strengthen the Center's ability to interact with Kansas State University agricultural

American Royal Drive.

## Awards Luncheon a Resounding Success



A packed house gathered within the historic walls of the Kansas City Club, May 22, to celebrate four of the region's most inspiring business leaders being honored by The Agricultural Business Council of Kansas City. The 2009 Award for Agricultural Leadership and

Excellence, named in honor of the late Jay B. Dillingham, was awarded to R. Crosby Kemper, Jr., UMB Financial Corporation; Joerg Ohle, Bayer Animal Health and Morton Sosland, Sosland Publishing for outstanding contributions to agricultural and food related businesses. The Outstanding Volunteer of the Year went to Gina Bowman, CVR Energy.

"These individuals are legacy builders. Their spirit, innovation and vision have had a positive and lasting effect on our community and the way the public perceives modern day agri-business. Agriculture is no longer just farming, ranching and processing - it also includes bio science and security, animal pharmaceuticals, energy and commerce. Their personal success and excitement for their own business enterprises has spilled over to create new business opportunities for so many others. That's worth celebrating," says Bob Petersen, chairman of the Agricultural Business Council of Kansas City.

In his welcoming remarks, Kansas City Mayor Mark Funkhouser noted agriculture continues to be a dominant force in the area even though the stockyards have been gone a long time.

**R. Crosby Kemper, Jr.**, chairman emeritus of UMB Financial Corporation, has been one of Kansas City's leading civic figures for over 50 years. From the arts to the American Royal to youth programs, Kemper has played a pivotal role in the community. In 1996, he and his son, Sandy, founded the Agriculture Future of America -- an organization whose mission is to identify and support college men and women seeking careers in the agriculture and food industry. Each year, students participate in the internship component and receive scholarships. More than 5,500 students have benefited from the AFA Leaders Conference.

**Joerg Ohle**, president and general manager of Bayer Corporation's Animal Health Division, North America, oversees the management and strategic direction of the company's North American animal health operations for livestock and companion animals. As chair of the Kansas City Animal Health Corridor, Ohle has inspired and led the formation

scientists in addressing agronomic challenges and University of Kansas scientists in identifying value-added nutritional and medicinal traits."

The Board of Directors for the Innovation Center will conduct a national search for a permanent director. The director will coordinate the research of highly skilled scientists at the Center, Kansas State University and the University of Kansas.

Some expected outcomes from the Center include: commercialization of sustainable, drought-tolerant, high-yielding varieties; foods with reduced allergenicity; new food products that are rich in antioxidants and cancer-fighting components; plant-derived compounds that are natural sources for dietary supplements; high biomass plants optimized for cellulosic biofuel production; high starch-content grains for animal feeds and ethanol that will ultimately result in animal wastes with less environmental impact and environmentally-friendly plants that require less fertilizer and pesticides. Predicted Center outcomes have the potential to return at least an additional \$1 billion to the Kansas economy through the agriculture sector.

## Food and Fuel: Part Deux

A new analysis, funded by the Grocery Manufacturer's Association, reignites old flames from the food vs. fuel debate. The study by Economist Bill Lapp considers the impacts of a proposal to EPA to increase from 10% to 12% or 15% the amount of biofuel that can be blended into gasoline. Lapp's analysis suggests that corn acreage will need to expand to near 100 million acres under a 12% blending limit, and to as much as 110 million under the 15% allowable blend percentage. To view his report click [here](#).

Tom Buis, CEO of Growth Energy, wasted no time saying what he really thinks about the effort. "Here we go again. The same people who spent millions last year in a well-organized, well-orchestrated campaign to shift the blame from themselves to hard-working American farmers and renewable fuel producers are at it again." Buis says the claims are contradicted by a recent Food and Agricultural Policy Research Institute (FAPRI) which showed that increasing the amount of ethanol in our fuel supply to 15% would result in a zero percent change in consumer food

of the Animal Health Corridor -- an effort which is building on the region's success as a hub for animal health and bio science companies to attract even more businesses into the region.

**Morton Sosland** shared the podium with the others as the third recipient. He not only made agricultural history, he wrote about it. A Kansas City native and WWII veteran, Sosland joined the family-owned Sosland Publishing Co., a publishing company that primarily focused on the worldwide grain and food processing industries. The editor-in-chief of the weekly *Milling & Baking News* for 40 years, Sosland had served as president and chairman of the publishing company, a role that he has passed to his son, Charles. "It was never a boring job," Sosland said about covering the grain and food industry. "Food issues have replaced sex as a morality issue in the U.S.," he went on, indicating people are more apt to be told what they should eat than how they should behave.

As The Agricultural Business Council's former chair and founder and Outstanding Volunteer, **Gina Bowman** was commended for her pioneering spirit when she first voluntarily forged the organization in 2003. "We needed to teach a little bit about agriculture to the city leaders," she mentioned as one of the reasons for launching the Council. A native of Savannah, Missouri, where she grew-up on a farm, Bowman serves as vice president, government relations, for CVR Energy, Inc., a mid-continent energy company and worked nearly 24 years with Farmland Industries, Inc., where she developed and directed the government relations division.

It was appropriate that some of today's most prominent leaders come from agribusiness, animal health, energy, biotech and food-related sectors. "Although our cityscape has changed dramatically, agri-business and its related industries continue to shape who we are and who we will become," notes Petersen. "The Council was pleased to honor some of those individuals whose contributions influence both our foundation and future."

## Extension Funding Woes: Iowa Extension Closes County Offices



With drastic reductions in many state budgets, the Cooperative Extension System is being forced to rethink how it delivers programs. Driven by a \$38.3 million cut in state funding for Iowa State University, ISU's Extension Service is losing \$4.2 million.

By December, ISU Extension will eliminate the County Extension Director position in all 99 counties and eliminate all five Area Director positions. All 100 county offices will stay open, but the link between county offices and ISU now will be via one Supervisor and 20 new Regional Directors each covering an average of five counties. ISU Vice President for Extension and Outreach Jack Payne calls the drastic cutback "a huge loss, especially in rural Iowa." But he says "It simply comes down to a lack of money and trying to support an existing

expenditures and minimal changes in land use.

-- courtesy of **AgriPulse**  
Communications, June 10, 2009

## Brakke Consulting Opens Shop in Lenexa

Dallas-based Brakke Consulting, Inc., has opened an office in Lenexa, Kansas, that will be staffed by several of the firm's top associates on a revolving basis. Established in 1986, Brakke Consulting serves the worldwide animal health and nutrition, pet product, and specialty chemical industries, as well as the veterinary profession. The experienced, knowledgeable team of Brakke consultants provides a full range of consulting services.

Founder Ron Brakke, president, along with John Mannhaupt, vice president and Joel Adamson who works out of the Omaha office, will be on hand to provide services to animal health companies in the Kansas City region. The new office is located in the Enterprise Center of Johnson County, 8527 Bluejacket Street, Suite 115, Lenexa, KS 66214; phone: 913-541-9999.

## AgriThORITY Expands into Animal Health

AgriThORITY LLC, an independent field and clinical data-through-delivery product and market development company specializing in agriculture, horticulture and allied markets, has extended its capabilities and services to food and companion animal health companies. The Kansas City-based company, which launched operations late last year, recently added Thomas Overbay, DVM, to the staff to oversee its operations and growth in this sector.

Operating internationally, AgriThORITY™ develops field and clinical data, best product use and management practices, product positioning and technical message development and delivery for its clients. The company also is an independent resource providing extension of product data, best management practices (BMPs) and other technically based information to farmer-producers, nutritionists, veterinarians, PCAs, crop consultants, farm managers and others who make high-value business decisions.

infrastructure that's been in place for decades."

Payne says with state legislatures across the country under financial pressure, support is disappearing for funding a system based on "how far you could ride a horse from home to the county seat and back in a day. . . It's just too expensive an infrastructure . . . Now they've taken the money away, so we have to change." He expects the change to be painful to begin with but to lessen as Extension and the public learn "to use technology more to reach people, with less of a budget."

Noting that the last time Iowa increased Extension funding was ten years ago, Payne says "The state legislatures around the country for a while now have not funded the public good.

-- courtesy of **AgriPulse Communications**, June 10, 2009. Contact Editor Sara Wyant for information about the introductory subscription rate by e-mailing her at [agripulse@aol.com](mailto:agripulse@aol.com).

## Senator Harkin Thinks Senate Will Mitigate EPA Land Use Rules



According to a report earlier this month from the online publication **Farm Futures**, Senate Agriculture Committee Chairman Tom Harkin (D-IA) "doubts the final rule from the Environmental Protection Agency on a new renewable fuel standard will have the same use of indirect land use that has made the EPA proposal controversial in the biofuels industry."

**Farm Futures** quotes Harkin as saying, "quite frankly I can tell you we'll never see it....With so

many factors influencing land use in other nations, it's impossible to show that biofuel crops are responsible. If the concept remains in EPA's final rule, I'm relatively confident we have the votes to say no and overturn that."

Senator John Thune, R-S.D., was first to introduce a bill to remove that requirement from the energy law. Earlier Senator Chuck Grassley, R-Iowa, introduced a bill that is similar to one introduced in the House by Representative Collin Peterson, D-Minn. Those bills would also eliminate the indirect land use calculation.

-- Source: *Sugarcaneblog*, June 8, 2009

## Excellence in Veterinary Medicine Topic of June 18 Corridor Conversation



The Kansas City Animal Health Corridor's series of Corridor Conversations continues on Thursday, June 18, at the Stowers Institute for Medical Research, 4:30 -6:30 pm. Dr. Marguerite Pappaioanou, Executive Director of

## Missouri Pork Classic Golf Tournament

The Missouri Pork Association invites Council members to attend and play in the 2009 Missouri Pork Classic Golf Tournament held at the L.A. Nickell Golf Course in Columbia, Missouri. It will take place Tuesday, July 7th, 2009 and is an 18 hole, four-man scramble. All funds will go to the Missouri Pork Association and the Missouri Pork Political Action Committee. The tournament will begin with a kick-off lunch at 11:30 a.m. followed by a shotgun start at 12:30 p.m. Dinner and an awards ceremony will conclude the day at 5:30 p.m. Registration fee is \$100 if received by July 1st or \$110 the day of. Registration includes kick-off lunch, green fees, golf cart, beverages, dinner and prizes. Beverages carts will be available throughout the day. Evening meals for those who do not participate in the tournament can be purchased for \$10. Sponsorships are also available if interested. For more information contact Wendy Howell at the Missouri Pork Association Office by phone: (573) 445-8375 or e-mail: [intern1@mopork.org](mailto:intern1@mopork.org). Hope to see you there!

## Brinker and Jahn Named 2009 Swine Institute Scholars

The 2009 University of Missouri Pork Institute, sponsored by the University of Missouri and the Missouri Pork Association, was held June 8 through June 10 in Columbia. The Institute was a three day educational event for high school students interested in the pork industry. Based on a written exam following the event, two students were awarded a scholarship.

On June 10, Roy Robinson, director of CAFNR's study abroad program, awarded Cody Brinker and Kelly Jahn each a \$500 scholarship to attend the University of Missouri upon completion of high school. Cody resides in Auxvasse, Missouri and will graduate from North Callaway High School in 2011. Kelly resides in Jackson, Missouri and will graduate from Jackson High School in 2010.

The Missouri Pork Association represents the state's pork producers in the areas of promotion, research, education and legislation. For more information

the Association of American Veterinary Medical Colleges, will address the topic *Ensuring Excellence in Academic Veterinary Medicine to Meet Current and Future Needs*.

Dr. Pappaioanou is an epidemiologist with over 25 years of experience in domestic and international public health. From February 2005 to October 2007, she served as a Professor of Infectious Disease Epidemiology in the Division of Epidemiology and Community Health in the School of Public Health at the University of Minnesota, holding a joint appointment with the College of Veterinary Medicine. Her research interests include emerging zoonotic diseases, particularly avian influenza, and linking human and animal health sectors to address important human and animal health problems caused by zoonotic diseases.

The Stowers Institute for Medical Research is located at 1000 E. 50th Street, Kansas City, MO 64110. Free parking is available on-site. For additional information or questions, contact Rochelle D. Butler at 816-374-5437 or by email: [butler@kcchamber.com](mailto:butler@kcchamber.com).

### California Lawmakers Nix Limited Antibiotic Use



Legislation that would have limited the use of antibiotics by licensed veterinarians to prevent and control disease in animal agriculture was defeated by the California Senate last month with 15 Senators voting in favor of the bill and 20 voting to oppose the measure.

The measure, SB 416, was placed on the inactive file. It had been amended earlier in May by the Senate Education Committee to require school districts to make every effort to purchase poultry and meat products that have not been treated with non-therapeutic antibiotics.

The original bill prohibited schools from serving poultry or meat products from animals that had been treated with antibiotics at any time during the life of the animal. During the discussion, one California state senator said the legislature is undergoing a monumental shift in attitudes, citing Proposition 2 as having changed the thought process. An Assembly Member who didn't even support Proposition 2 thought the voters spoke loudly and the legislators needed to listen.

Western United Dairymen opposed the bill, along with Alliance of Western Milk Producers, California Dairies Inc., California Farm Bureau Federation, California Poultry Federation, California School Nutrition Association and the California Teamsters.

-- Source: *CattleSite News Desk*

### Beef Cattle DNA Up for Discussion

about this or any other programs of the Missouri Pork Association, go to [www.mopork.com](http://www.mopork.com), or call the Missouri Pork Association office at (573) 445-8375.

#### Officers & Directors

Bob Petersen  
Chairman  
*Petersen Consulting Services, LLC*

Steve Dees  
Vice Chair

Bill Brooks  
Secretary/Treasurer  
*Downes-O'Neill/FCStone*

#### Board of Directors

Cliff Becker  
*Vance Publishing Corp., food360*

Curt Blades  
*Successful Farming*

Wyatt Brummer  
*The Scoular Company*

Frank Bryant  
*SES, Inc.*

Tim Daugherty  
*Agriculture Hall of Fame*

Parthy Evans  
*Stinson Morrison Hecker LLP*

Colleen Gerke  
*John Deere Agricultural Marketing Center*

Elvin Hollon  
*Dairy Farmers of America, Inc.*

Leslie Kaufman  
*Kansas Cooperative Council*

Erin Nash  
*Rhea + Kaiser*



Producers, extension personnel and others can learn more about the history of DNA technology in beef production, its current status and where it is headed, at a conference June 22 at the U.S. Meat Animal Research Center in Clay Center, Nebraska near Hastings, said Matt Spangler, University of Nebraska-Lincoln

Extension beef genetics specialist.

For example, DNA technology currently is used to test whether animals carry genetic defects, says Matt Spangler, University of Nebraska-Lincoln Extension beef genetics specialist. But DNA also can be used to get a glimpse of an animal's genetic potential for growth - a technology that is still developing, according to Spangler.

Speakers at the meeting include Spangler; Darrh Bullock, extension beef genetics specialist at the University of Kentucky; Alison Van Eenennaam, animal genomics and biotechnology extension specialist at the University of California-Davis; John Pollak, National Beef Cattle Evaluation Consortium director at Cornell University; and Mark Thallman, research scientist at the Meat Animal Research Center.

Multistate collaborative research on the use of DNA technology in beef cattle is also on the agenda. The meeting will begin at noon with a lunch and end at 5 p.m. Attendees are asked to contact Professor Spangler at 402 -472-6489 for additional information and to RSVP for the lunch.

The meeting is collaboratively sponsored by UNL Extension, UC-Davis Extension, University of Kentucky Extension and the NBCEC.

## Food Film Hits Theaters with Misguided Message



**Food, Inc.**, a documentary that attempts to show how corporations place a higher priority on profit than consumer health and safety in the U.S. food system, addresses several themes, but prominent among them is its advocacy for organic farming. And the message is loud and clear - *affordable food is nothing to brag about.*

The filmmaker suggests consumers should be willing to pay more for food that is produced in healthy, socially responsible systems.

The film features an organic farmer in Pennsylvania who produces grass-fed beef and free range pork and chicken. He and his family work the land in a pastoral setting reminiscent of the farms some of us remember from decades ago. Consumers drive from miles around to buy the products. But the farmer says he has no desire to expand his operation; and the film does nothing to address the question: "Then, how do we feed the world?"

The Center for Food Integrity believes systems that produce safe, high

Damon New  
*First State Bank & Trust*

Don Nikodim  
*Missouri Pork Association*

Diane Olson  
*Missouri Farm Bureau*

Nancy Robinson  
*Livestock Marketing Association*

Amber Spafford  
*Osborn Barr Communications*

Steve Taylor  
*Mo-Ag Agribusiness Assoc.*

Bob Walker  
*Bayer Animal Health*

Jere White  
*Kansas Corn Growers Association*

Shrene White  
*Cargill/Horizon Milling*

### Ex Officio Members

Mike Beam  
*Kansas Livestock Association*

Gina Bowman  
*CVR Energy*

quality and affordable food in abundance are a source of pride. The programs and initiatives being implemented and developed at CFI help consumers understand the nation's food production systems need to be ethically grounded. But they must also be based in science and remain economically viable in order to be truly sustainable. Consumers who wish to buy products such as those from the farmer featured in the documentary should have that choice, but there also needs to be safe, nutritious and affordable choices for all consumers.

The documentary is sure to create interest and generate discussions that can be falsely premised by ambitious zealots of organic farming. If you would like assistance in responding to media coverage of **Food, Inc** in your area, please contact Jim Fallon at (816) 556-3129, or [jim.fallon@foodintegrity.org](mailto:jim.fallon@foodintegrity.org). Through the CFI Producer Engagement Team, resources available to them help producers write letters to the editor, draft op/eds, respond to blogs and correct misinformation.

## 2009 CFI Food System Summit Set for October 6-7 in Kansas City

---



The Center for Food Integrity (CFI) and the National Council of Chain Restaurants (NCCR) have officially announced the dates for the fourth annual Food System Summit. The

two-day Summit will take place on October 6-7, 2009 at the Airport Hilton Hotel in Kansas City, Mo.

The 2009 CFI/NCCR Food System Summit theme, "The New Normal - Building Consumer Trust during Unprecedented Market Volatility," offers food system stakeholders an opportunity to discuss current challenges and solutions for building and maintaining consumer trust. Agenda topics will focus on the lasting impact that today's high profile issues will have on the future of the U.S. Food System. In addition, results from the third annual National Survey on Consumer Trust in the U.S. Food System will be released to the public for the first time.

Click on [registration](#) for more information on how to register for the event and make hotel accommodations.

## Conventional Beef Production Portrayed in Positive Light

---



The Growth Enhancement Technology Information Team (GET IT) is introducing a marketing program focused on the economic and environmental benefits of conventional beef production. The campaign will provide beef producers with facts about the "eco-friendly and eco-nomical" benefits of conventional beef production

- facts producers can share with family, friends and neighbors who might not be familiar with the benefits of modern

beef production systems.

"U.S. consumers are facing rising food costs in a tight economy and the continued pressure to purchase sustainable products," says Paul Parker, GET IT chairman. "GET IT believes beef producers have a great opportunity to be proactive and positive with messages about beef's affordability and environmental and economic sustainability."

GET IT is an organization of executives from animal-health manufacturing companies in the United States. GET IT was formed at the suggestion of leading beef producers and branded-beef marketers who recognized the need for a centralized source of factual information about the economic, environmental and animal-welfare impact of technologies used in conventional beef production. The GET IT mission is to ensure both beef producers and consumers understand the value and contribution growth-enhancing technologies have made to the production of safe, affordable, top-quality beef, and to the protection and conservation of the environment.

Producers and consumers can learn more about the "eco-friendly and eco-nomical" benefits of conventional beef production by visiting [www.beeftechnologies.com/eco](http://www.beeftechnologies.com/eco) or contacting Carrie Jorgensen, McCormick Company (515) 251-8805 or [cjorgensen@mccormickcompany.com](mailto:cjorgensen@mccormickcompany.com).

P.O. Box 26426 • Kansas City, MO 64196  
Tel: 816-628-1231 • Fax: 816-628-1905  
[agribusinesscouncilofkc.com](http://agribusinesscouncilofkc.com)