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by Larry A. Quinn

THE FUTURE OF WATER IN CALIFORNIA... Patrick Cavanaugh, owner of the California Ag Today Radio Network, participated in a southern California hour-and-a-half forum on August 21, entitled, "The Future of Water in California," hosted by KPCC, a public radio station in Pasadena, CA. Panelists included Los Angeles public water leaders and consultants, as well as the senior attorney for the Natural Resources Defense Council. More than 300 attendees watched the discussion and were invited to ask questions. Video was available "live" on the Web and was recorded for subsequent broadcasts throughout southern California. Patrick was invited to speak on behalf of California's vast, dynamic \$45 billion agricultural industry to tell how much water farmers use in California. The forum host said agriculture was using 80 percent of the available water in California. Patrick's comments were designed to set the record straight for this southern California urban audience.



"Let's all get this right. Agriculture does not use anything close to 80 percent of the water in California," he began. "In a normal water year basically two-thirds of all water that is developed in state comes from rainfall and snowmelt in Northern California, more than a hundred miles north of the Sacramento Delta. That water is captured and stored in the Shasta and Oroville reservoirs. Again, that is the bulk of the rain and snow that falls on California on an

average year."

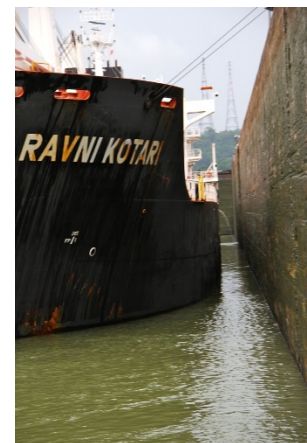
"From that 'two-thirds' water, 75 percent of it flows through the Sacramento Delta and out to the ocean to prevent saltwater intrusion into the Delta, to help the fish species, as well as for the Delta's general health," Patrick explained. "Of the 25 percent left over, the Delta farmers use about six percent to farm potatoes, asparagus, and sweet corn. That leaves 19 percent for users south of the Delta farms, including many farms, towns, as well a good chunk going to Los Angeles, San Diego and San Jose," he explained. "It's not possible that farmers are using the majority of developed water." "Furthermore," Patrick said, "many farming areas south of the Delta are getting zero water allocations this year. The eastside of San Joaquin, where citrus and

other tree fruit, walnuts and many vegetables are grown, typically utilizes 800,000 acre-feet of federal water. This year they are getting zero. Similarly, the westside of the Valley throughout Fresno and Kings counties in a normal year would utilize 1.5 million acre-feet of delivered water through state and federal projects. This year, the deliveries are zero. Growers who have groundwater are desperately using it to keep their permanent crops alive,” Patrick said. “These crops include hundreds of thousands of acres of almonds, pistachios, cherries and vineyards.” Addressing the crowd, Cavanaugh challenged, “We all need to make a decision. Do you like lettuce, tree fruit, almonds, walnuts, pistachios and strawberries? If you do, and you want these to be produced by California instead of being imported from elsewhere, then we all better figure out a way to ensure a reliable water supply for everyone in California.”

Regarding his participation in the panel, Patrick said, “It was a good opportunity to tell the big-city dwellers the real story behind the rural area of California that produces so many nutritious crops and employs a lot of people.”

SEE-FOR-YOURSELF TOUR TO PANAMA AND ECUADOR... Meghan Grebner (Brownfield Network, Fishers, IN) returned August 22 from travel with a group of young farmers to Panama and Ecuador to see their soybean checkoff dollars at work. Participants represented a variety of agricultural regions, but shared at least one common bond – soybeans. To put this in perspective, Meghan said, “A recent study from Texas A&M showed that for every \$1 that goes into the soybean checkoff, a farmer sees a \$5.20 return on investment.”

“Passing through the Panama Canal has been on my work ‘Bucket List’ for as long as I can remember, and I thought it would be the highlight of our trip,” Meghan said. “While the Canal was an amazing experience, my highlight came from having the opportunity to visit with the South American farmers and agribusinesses and learning about their uses for U.S. soybeans and soybean meal.” **Javier Anhalzer**, an Ecuadorian livestock farmer, told the group that American soybean meal comes at a premium, but, he chooses to pay the between \$30 and \$40 extra because the quality far exceeds the soybean meal he can get from other countries in South America. While U.S. soybean meal may not be as high in protein as the soybean meal Anhalzer can source from South America, it is higher in amino acids, which he says, is more important for livestock consumption. In addition to visiting several agribusinesses, the group also visited a shrimp farm in Ecuador. The aquaculture industry is a growing market for U.S.



soybeans. The group visited with **Chris Olsen** of Lanec Corporation. He says their shrimp farm has successfully incorporated soybean meal into their feed rations. Olsen told the group he has participated in several feed trials with soybean meal and fish meal and the soybean meal performs equally as well and in

some cases better than fish meal, making it a viable and sustainable food source.

(Photo: Meghan is shown in Ecuador's mountains.)

(Photo: **Meghan** is with United Soybean Board Chairman **Jim Call** of Minnesota (front row), USB Director **Jacob Parker** (back row, left) and participant **Darin LaBar** before touring a port facility in Guayquil, Ecuador.)



Meghan is actively engaged in her family's farming operation and feels her background and experience as a farm broadcaster at Brownfield Ag News puts her in a unique position. "On this trip, not only was I able to tell the story of a selection of young farmers from across the country seeing their checkoff dollars at work, I was also able to see firsthand how my checkoff dollars are working to create a continued demand for my family's soybeans." Meghan is still sorting through her audio and writing and posting stories. To see her reports, click [HERE](#).



GEORGE GATLEY RETIRES...After 57 years in broadcasting, **George Gately** (Western Agri-Radio Networks, Inc., Yuma, AZ) retired at the end of August. The son of a Boy Scout executive who was raised in Wisconsin, George grew up working on a family friend's farm where he learned about the hard work of farming. Initially, there were no tractors. Two Belgian horses did the wagon-pulling and hay field work. The first tractor arrived in the mid-1940s. During those years, George said, "I fell in love with agriculture without really realizing it." After attending the University of Wisconsin, in 1953, George received an invitation from the Boy Scouts of America to follow in his father's footsteps to become a professional scout executive, which

brought him (Photo: George with wife Chris.) to Washington, DC, where he could see our Nation's Capitol out his office window. "I loved America, and I loved boy scouting, but I still had wonderful memories and yearnings for the farm," George said. It was his work for the Boy Scouts that led George to broadcasting. He had begun a weekly radio program at a Northern Virginia radio station (known as WEER, Warrenton, VA, 1957-1982). Soon, he had the "radio bug" leaving his scouting job and forming a partnership with two of the station's engineers. The trio bought WEER. George became the station manager, disc jockey, secretary, janitor and more while the two engineers tackled the technical requirements of the 500-watt station at 1600 on the radio dial. It was at WEER where George first noticed agriculture news on the AP wire and began to broadcast farm and ranch news and market prices as part of his station's programming.

From Warrenton, his radio career passed through Newport News, VA, Richmond, VA, Fort Lauderdale, FL, Eau Claire, WI, Casper, WY, Jackson Hole, WY, Douglas, AZ, and finally in 1977, to Yuma, AZ, where he completed his farm broadcasting years. George said, "All the time I was doing bits of agriculture news, strictly due to my love for the farm, and knowing that farmers needed to know what was happening in the world to impact what they were doing."

In 1973, George learned about and joined NAFB, and he attended his first NAFB convention 40 years ago. George especially enjoyed "rubbing shoulders with my colleagues" at NAFB meetings. "I was really farming again, doing something important for the industry I love – agriculture," he said. George served NAFB in a variety of ways, but he will be remembered most as an NAFB photographer – a duty he performed for years along with colleague **Terry Henne** (WSGW, Saginaw, MI. Many remember when George used, as he called it, "real film." After taking film pictures, he rushed to a local photo shop to have them developed and then quickly brought the results back to the NAFB convention. The arrival of digital photography made his job much easier.

Looking back on his years with NAFB, George reflected, "There has been heated discussion, the roar of laughter, solemn moments, but always for me, the awe of rubbing shoulders with the pros." He continued, "How wonderful it was to interview U.S. Secretaries of Agriculture who came to our meetings and President George H. W. Bush. How great it was to enjoy and interview the companies that displayed their wares at our annual meeting." George felt that even though he had left the farm so many years ago, "I was still farming." So, we understand why he concludes, "It is with a sad heart that I and my wonderful wife and partner, Christine, close the door to this wonderful career." Congratulations, George. We thank you for your career of "airing on the side of agriculture!"



KKOW'S INTERN...Completing her second summer as an NAFB-sponsored intern at KKOW (Pittsburg, KS), **Anissa Zagonel** was born and raised in southeast Kansas. She graduated from Girard High School in 2013, where she was involved in FFA. Currently, a sophomore at Kansas State University, she is majoring in agricultural communications and journalism, with a minor in agronomy. (Photo: Anissa conducts an interview at last year's

Trade Talk at the NAFB convention.) In Anissa's second summer with KKOW Radio she did day-to-day market reports, agricultural news stories, and programming. "Throughout each summer, Anissa helped conduct interviews at our area's Four-State Farm Show where we broadcast live interviews on air two days in a row starting at 7:30 a.m. and going until 3:00 p.m.," said **Kalyn Parsons** (KKOW, Pittsburg, KS). "Each summer she has helped with our county fair tour, conducting interviews and making commercials to showcase local county fairs," Kayln added. Anissa's mentor,



Kayln Parsons, was born and raised in Southeast Kansas. As she was growing up, her family farmed and ran a commercial cattle operation, which fueled her passion for agriculture. During high school, Kayln was very active in FFA, holding a chapter officer position two years in a row, and served as a junior officer the previous two years. She graduated from Girard High School in 2008. Following high school, Kayln attended Pittsburg State University (PSU) so she could stay close to home and help her family run the commercial cattle operation. She graduated with a BS in communications in 2012. Kayln accepted the position as Agriculture Director for 860 AM KKOW in August 2012. Kayln said she feels like she “has never worked a day in her life because she loves every aspect of her jobs!”



FROM FARM BROADCASTING TO TRAVEL

AMBASSADOR...Retired farm broadcaster **Roddy Peeples** is turning his people skills sharpened by years of farm broadcasting toward welcoming travelers arriving at Dallas/Ft.Worth International Airport (DFW). Even though Roddy sold the Voice of Southwest Agriculture (VSA) Radio Network in Texas in 1995 to Clear Channel Communications, he continued broadcasting for the network several times a month until about six years ago. **Roddy** and wife, **Bettimae**, moved to Dallas from San Angelo,

TX, in 1997, and in 1999 Roddy joined the then fledgling DFW Airport Ambassador program as a volunteer. Except when the two of them are traveling, he’s at the sprawling DFW every Wednesday for four hours answering travelers’ questions about the airport, helping them to locate (sometimes even guiding them) their next flight’s gate. Only about 35 percent of the people passing through the airport are local to the area. The remainder are passing through to a connecting flight. For several years now, Roddy has been using the Dallas Area Rapid Transit (DART) system traveling to and from the airport each Wednesday—stopping for breakfast on the way at a favorite Mexican restaurant within the rail station – then spending the rest of the 2 1/2 hours each way reading the *Wall Street Journal*, the *Dallas Morning News*, and usually a good book. His reading time was cut down permanently, though, on August 18 when DART inaugurated Dallas’s first light rail service directly to the airport. The Orange Line now goes directly into Terminal A, from which travelers can board either the Skylink airport inter-terminal train or a Terminal Link bus to go to other terminals. Roddy decided to be a part of this history...and got up at 2:00 a.m. that morning (even earlier than he used to rise for his early morning VSA farm broadcasts) in order to catch the train on its first official airport run. He drove to a nearby station to board and found only two other people on the platform: the TV crew from CBS 11 News – reporter **Stephanie Lucero** and cameraman **Tim Anders**. They were headed to the airport to capture the historic moment for



television. Stephanie interviewed Roddy as a part of her coverage. (Photo: **Roddy** and **Stephanie** with **Morgan Lyons**, DART's Assistant Vice President of Communications and Community Engagement). Morgan, coincidentally, is an old friend of Roddy's from his days as a reporter for Associated Press. Both were judges at the World's Championship Barbecue Goat Cookoff in Brady, TX, in 1973, which continues to this day. With the new direct train, Roddy now has only two hours each way to read. Roddy says he's "a train freak anyway and enjoys the ride."

NEW WEB SITE LAUNCHED...Bill and **Lisa Ray**, owners and operators of **AGRINET® NEWS** have launched a new website, **www.agrinet.com**, including news, bios, history, photos, and more. "Like all good things, it's a work in progress," Lisa said. "Bill's goal as a national



agricultural news reporter is to provide producers through **AGRINET® NEWS** up-to-date information on what's happening daily in agriculture," she added. Besides their broadcasting interests, Bill and Lisa own and operate Ray Farms in Currituck County, NC. They raise legacy purebred Black Angus along the Currituck Sound looking across to Kitty Hawk-Duck-Corolla, Outer Banks, NC. Temperate weather with gentle gulfstream winds compliment agriculture and beach tourists alike. Newsmakers are welcome at **AGRINET® NEWS'** studios there, and you may be invited to share in the all-natural prime Black Angus Beef while there, too. Another venture that Bill is pursuing is a private pilot's license. Lisa is working toward her private pilot's license, too.

National and international agriculture and trade news is at the forefront of **AGRINET® NEWS** daily. Bill began his agricultural broadcasting career with Charlottesville Broadcasting Corporation and developed his farm news and markets into **AGRINET®**, an interconnected agriculture news operation for radio and television, now expanded into Internet, mobile, cable and video distribution. Bill began *The Farm Report* on WINA Radio, Charlottesville, VA in 1966. *The Farm Report* was renamed **AGRINET®** in 1972. In the late 70s while continuing to grow **AGRINET®**, Bill joined NBC-TV New York/Washington, DC, as a consultant producing news documentaries from around the globe. Later Bill went on to produce and host the national award-winning ag show, *Crossroads Camera* at WHSV-TV Harrisonburg, VA. Continuing agricultural radio news, **AGRINET®** was expanded over the Mutual Radio Network until Bill began his own satellite radio network, Ray Communications, Inc. in 1985. The Rays purchased their North Carolina farm tract in 1997, constructing a 1000-foot tower for their radio stations and for **AGRINET®** Farm Radio Network. Bill's background followed cattle and hog production. At 18, Bill had begun to manage his family farm in Albemarle County, Virginia, which he bought later raising feeder cattle, purebred Duroc hogs, corn, soybeans, wheat, sorghum and barley. He graduated from Virginia Tech with a B. S. in Animal Science.

As **AGRINET®** Sales Manager, Lisa works with agricultural advertising agencies throughout the media planning and buying process through placement, traffic, affidavits and payment as a "one stop" shop. A Virginia native, she has more than 25 years of network radio



advertising sales experience including national, regional, co-op and local advertising sales. Her professional background includes sales management of the Ray-D-O Biz radio group stations from 1987 to 2002. Additionally, Lisa was responsible for all tower leasing, negotiations through contract management for radio, television, cellular and government contracts. Prior to 1986, Lisa was an Executive Director within the Virginia Department of Agriculture responsible for marketing, advertising, and public relations including television, radio, newspaper, foodservice and in-store supermarket promotions. She earned her B.S. from Virginia Tech in Dietetics/Food Business Management.

FOLLOW UP TO AUGUST ISSUE'S INTERN FEATURE...



Madison (Madi) Moore interviews Pennsylvania Agriculture Secretary **George Greig** and operates the video camera for **Dave Williams'** interview with Pennsylvania Governor **Tom Corbett** at the Pennsylvania Ag Progress Days held in August.

FROM SEED COMPANY COMMUNICATOR TO FFA ADVISOR...DeAnna J. Thomas, Allied Industry member from LG Seeds has changed positions. She's begun her new role as Midwest Central Agriculture Education teacher and FFA Advisor in Manito, IL. She'll miss telling the LG Seeds story and working with NAFB, but in her new role, she will be using her skills to teach an agricultural communications course. From June 2011 to August 2013, she was AgriBusiness Director for WMBD 1470 and Classic Country 1290 WIRL in Peoria, IL, following in **Colleen Callahan's** footsteps. She'd appreciate help from her NAFB colleagues in preparing this communications course. She asked about getting copies of "Airing on the Side of Agriculture" to help her students understand what it takes to be a top-notch ag journalist. She's been helping her FFA students prepare for the Manito Popcorn Festival on Labor Day weekend. "Our FFA Members built a parade float, built a display that highlights the history of our FFA Chapter through old pictures and awards, put on a kiddie pedal tractor pull, and also set up Cow Patty Bingo." Bingo squares were sold to community members for \$10 each. "Patty" the cow was brought in. "Wherever she does her business, if that square is bought, the person wins a quarter of beef," DeAnna said. Another highlight for Labor Day weekend was their annual Labor Auction. "Every FFA Member participates. We auction each member off to folks in the community to raise money and promote community service. Local farmers, or friends and

family members of the student buy them and in return, each student has to complete 8 hours of community service. If the student sells for \$75 or more and completes their 8 hours, our alumni chapter buys their Blue and Gold jacket,” DeAnna said. If you want to share communication ideas for DeAnna’s ag communications course or contact her in her new position, her email address is deanna.j.thomas@gmail.com.

LOOKING FOR A PAST ISSUE...of *Airing on the Side of Agriculture*? All issues are archived on the www.nafb.com website. Click on the Membership tab. Then, click on the listing for the “Airing...”newsletter.

THANKS FOR YOUR STORIES...about “airing on the side of agriculture.” Email your stories and photos to me at larryaquinn@verizon.net or call me at 703-819-6532.

