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New Training Center Set to Open October 16th

Please join us as we launch the new Asmark Institute Training Center in La Vergne, Tennessee. The launch has been organized as an Open House that will span three days from Tuesday, October 20th through Thursday the 22nd, to allow flexibility in accommodating the busy travel schedules of those in our industry that would like to stop by for a tour. Visitors are welcome at their convenience from 8:00 a.m. to 5:00 p.m. each day. Our staff will be present to greet visitors and provide a tour of the facility.

For those whose travel schedule will allow, we invite and encourage you to participate in a reception marking the launch of the Asmark Institute Training Center on Thursday evening from 5:00 to 7:00 p.m. There will be lots of good food, drink and fellowship as we celebrate the launch. We hope that you will be able to join us for the reception as it is the final activity of the launch, but more importantly, the beginning of a new opportunity for the agricultural industry.

The training center has been conveniently located as a central point where affiliated organizations can hold meetings, workshops, and provide specialized training for the agricultural inputs industry. By design, the Asmark Institute Training Center is about having a strategic partner who understands the industry. Additionally, it's about a new resource with benefits that include:

- Professional and economical meeting space geared to ag retailer's needs
- Fully equipped meeting rooms, conference rooms and computer lab
- Located less than twenty minutes from the airport
- Extremely favorable airfare rates and schedules
- Wide range of hotels, restaurants and other local amenities

More than 24 weeks of the *Emergency Response to Agricultural Incidents* course have already been scheduled through 2010, and there are plans for a new *Professional Applicator* course in 2010. The computer lab is a first of its kind for the agricultural industry - a definite must see.

Please return the RSVP sheet with your intentions by October 15th. Please find attached information that will help with your travel accommodations. We look forward to seeing you in La Vergne!

[Click here](#) to download the RSVP sheet.

IFCA Honored for Public Service Announcement

Thirty-five years ago, *FREDDIE Awards* founder **Dr. Fredrick Gottlieb** brought the worlds of medical science, education, and the arts together in what has become the preeminent international media competition devoted to educational health and medical productions. Each year, the competition attracts hundreds of submissions from around the world - documentaries, series, shorts, videos, web sites, and CD-ROMs - in 32 categories. All of the submissions were produced to help people live healthier, longer lives; to provide answers

for consumers and health professionals; and to raise important questions. The stories they tell are courageous and inspirational, often documenting the lives of those who have overcome tremendous medical struggles and those who have helped them to do so.

One of the 32 categories is Public Service Announcements. Entries were accepted between February 2 and May 15, 2009 with the winners being announced in September. The video titled ***Anhydrous Ammonia: Safe Handling for Agricultural Use*** written and produced by **Jean Payne** and **Kevin Runkle** with the Illinois Fertilizer & Chemical Association was among the top five finalists. They were in good company with the likes of actor **Gary Sinise** in a segment on *V.A. Suicide Prevention*. Other finalist topics included *Change a Life: It Takes Two* and *Joints Don't Jump*. While the winner selected was a video titled *Indoor Tanning is Out*, it is a tremendous honor to have been one of the top five finalists. Congratulations Jean and Kevin on an outstanding video. [Click here](#) to access the IFCA website and view *Anhydrous Ammonia: Safe Handling for Agricultural Use* for yourself. Judges evaluate entries for their content, educational value, originality and production quality.

U.S. EPA Finalizes Greenhouse Gas Reporting System

On January 1, 2010, the U.S. Environmental Protection Agency (U.S. EPA) will, for the first time, require large emitters of heat-trapping emissions to begin collecting greenhouse gas data under a new reporting system. This new program will cover approximately 85 percent of the nation's greenhouse gas emissions and apply to roughly 10,000 facilities. EPA's new reporting system will provide a better understanding of where greenhouse gases are coming from and will guide development of the best possible policies and programs to reduce emissions. The data will also allow businesses to track their own emissions, compare them to similar facilities, and provide assistance in identifying cost effective ways to reduce emissions in the future. This comprehensive, nationwide emissions data will help in the fight against climate change. [Click here](#) for more information on the new reporting system and requirements.

Termination of Pesticide-Production Establishments Moved to Website

U.S. EPA Region III recently announced that it will be using its Website to provide public notice of its intent to terminate pesticide producing establishment registrations under Section 7 of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) in cases where it is unable to provide notice of its intent to terminate directly.

FIFRA requires that all establishments that produce pesticides, active ingredients used in producing or repackaging pesticides, or devices subject to FIFRA be registered with U.S. EPA, and that all such establishments submit annual pesticide production reports. The regulations state that establishment registrations are subject to termination if annual pesticide production reports are not submitted. Upon deciding to terminate an establishment registration based on the failure to submit annual pesticide production reports, Region III generally sends a notice of intent to terminate letter (NOIT) directly to the establishment registrant via certified mail with return receipt requested, or by other reliable delivery service that provides written verification of delivery. If the establishment registrant does not submit the missing pesticide production report by the deadline set forth in the NOIT, Region III will issue it a notice of termination letter (NOT). NOITs are generally mailed to the establishment registrant's last address of record. Occasionally, such notices are returned as undeliverable and, despite reasonable efforts to locate such registrants, Region III is unable to directly notify them of its intent to terminate their establishment registrations.

In the past, EPA used the Federal Register to provide public notice of its intent to terminate such registrations. Region III will now be using its Website to provide public notice of its intent to terminate such establishment registrations. Region III will continue to first attempt to provide NOITs directly to establishment registrants at their last address of record. In cases where such notices are returned as undeliverable, and when reasonable subsequent efforts to locate such parties are unsuccessful, they will use its [Website](#) to provide public notice of its intent to terminate such registrations. This notice addresses establishments or establishments with company headquarters located in Delaware, Maryland, Pennsylvania, Virginia, West Virginia and the District of Columbia only.

Do You Have a Flu Plan?

As influenza season fast approaches, and the new threat of the Swine Flu (H1N1) outbreak, the Small Business Administration (SBA) and the Department of Homeland Security (DHS) teamed up to release an Influenza Preparedness Guide for Small Business to help plan for 2009 H1N1 flu. Small businesses are especially susceptible to the negative economic impacts of a flu pandemic. An estimated 25 percent of businesses do not reopen following a major disaster, according to the Institute for Business and Home Safety. Planning from the outset can help offset business losses, and protect your business and your employees when this flu hits. **Ask yourself:** How well would your business run with only ten percent of the employees present for work for a few weeks? [Click here](#) for a copy of the guide.

"He Only Saved a Billion People..."

...was the title of the *Newsweek* article back in July 2007. The article went on "it's a trifecta much bigger and rarer than an Oscar, an Emmy and a Tony. Only five people in history have ever won the Nobel Peace Prize, the Presidential Medal of Freedom and the Congressional Gold Medal: **Martin Luther King Jr., Mother Teresa, Nelson Mandela, Elie Wiesel ... and Norman Borlaug.**"

Norman who? Few news organizations covered the Congressional Gold Medal ceremony for Borlaug, which was presided over by **President George W. Bush** and the leadership of the House and Senate. An elderly agronomist doesn't make news, even when he is widely credited with saving the lives of one billion human beings worldwide, more than one in seven people on the planet.

Borlaug's success in feeding the world testified to the difference a single person can make. But the obscurity of a man of such surpassing accomplishment is a reminder of our culture's surpassing superficiality.

Born poor in Iowa and turned down at first by the University of Minnesota, Borlaug brought his fingertips and mind together in rural Mexico in the 1940s and 1950s to develop a hybrid called "dwarf wheat" that tripled grain production there. Then, with the help of the Rockefeller Foundation, he brought agronomists from around the world to northwest Mexico to learn his planting and soil conservation techniques. "They [academic and U.S. government critics] said I was nutty to think that it would work in different soil," Borlaug told the *Newsweek* reporter, **Jonathan Alter**. The resulting "nuttiness" led to what was arguably the greatest humanitarian accomplishment of the 20th century, the so-called Green Revolution. By 1965 he was dodging artillery shells in the Indo-Pakistan War but still managed to increase Indian output sevenfold.

Borlaug reportedly scoffed at the mania for organic food, which he proves with calm logic is unsuited to fight global hunger. (Dung, for instance, is an inefficient source of nitrogen.) And while he encourages energy-conscious people to "use all the organic you can, especially on high-end crops like vegetables," he's convinced that paying more for organic is "a lot of nonsense." There's "no evidence the food is any different than that produced by chemical fertilizer."

In 1960, about 60 percent of the world's people experienced some hunger every year. By 2000 that number was 14 percent, a remarkable achievement. But as Borlaug cautioned at the ceremony in his honor, that still leaves 850 million hungry men, women and children. They are waiting for the Norman Borlaugs of the future to make their mark, even if they aren't likely to get famous for it.

Dr. Norman E. Borlaug, the plant scientist who did more than anyone else in the 20th century to teach the world to feed itself and whose work was credited with saving hundreds of millions of lives, died September 12, 2009. He was 95 and lived in Dallas, Texas. We join the world in mourning the loss of this great man. We encourage you to read more on this remarkable man and his life. Please [click here](#) for the article noted above or [here](#) for more information.

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