



Knowing Animal’s Origin Important In Case of Disease Outbreak, Speaker Says

Animal traceability often has a sour connotation to livestock producers, but it could be a blessing in disguise.

That was the message presented to more than 350 stockmen attending recent WIBW Farm Profit Conferences at Osage City and Junction City.

Speaking at those programs coordinated by WIBW Farm Director Kelly Lenz, the Kansas Livestock Commissioner Dr. Bill Brown said, “Kansas leads every state in the country when it comes to in-shipments for feeding and breeding livestock.”

Brown emphasized, “This means Kansas has the highest risk of livestock disease transfer than any state in the nation. That alone is reason enough to get serious about being able to trace livestock back to their point of origin.”

The proposed traceability program replaces the USDA proposed National Animal Identification System. “We don’t track animals. We are trying to trace animals back to their source, which is essential in the event of an animal disease outbreak,” Brown stressed.

“The United States is the only country that doesn’t have a system like this in place, and if we ever have an outbreak, we are toast,” predicted Brown, who hopes to have the traceability program in effect before the next elections.

Additional WIBW Farm Profit Conferences are set for Holton, March 6, and Frankfort, March 20, with sponsorships available by contacting Frank J. Buchman.

Reservations for the free supper and educational program at each location must be made the day before to kelly.lenz@morris.com.



The BIG 94.5 Country St. Jude Children’s Hospital Radiothon Raises Record Support

Cures for cancer and other life-threatening diseases are a step closer to reality thanks to generosity of WIBW Radio listeners.

“The St. Jude Children’s Research Hospital Radiothon, hosted for the 17th consecutive year by The BIG 94.5 Country FM, raised more than \$78,075 for research and services,” according to Kala Davis, marketing and promotions director for The BIG 94.5 Country FM and AM 580 WIBW.

Funds were raised through several different efforts including donations that were called into the station. Members of the Epsilon Sigma Alpha, chapter of women who support philanthropic projects and accepted phone-in donations, hold the record-size check that far exceeded \$69,000 collected a year ago and was also higher than the \$75,000 goal.

Live interviews with families who’ve benefitted from the St. Jude Children’s Research Hospital were conducted by The BIG 94.5 Radio personalities, Keith Montgomery, Walker-Daniels, Stephanie Lynn and Jamie.

Raubin Pierce of AM 580 WIBW Radio’s On The Other Hand also simulcast that program on 94.5 FM both days of the radiothon.



A 94.5 booth, staffed by personalities, was at HyVee where cashiers accepted donations upon check-out, and an on-line auction generated additional support.

Though the hospital, with daily-operating budget of \$1.7 million, is based in Memphis, Tenn., Davis said, medical facilities across the nation benefit from its services and research.

“Families are never refused care at St. Jude, regardless of their financial status,” Davis said.



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Padre says:

“He is no fool, who gives what he cannot keep to gain what he cannot lose.”