

HAT Gives Voice to Indiana Farm Groups

Hoosier Ag Today has launched two new podcasts in cooperation with two of Indiana's largest agricultural organizations. Farmcast is a weekly podcast for Indiana Farm Bureau. Each week Indiana Farm Bureau leaders and representatives will discuss at length an issue impacting Hoosier farm families. "This is a 21st century way for Farm Bureau to stay up to date on today's most important issues," says Don Villwock, president of IFB. The podcast, which is placed on-line each Thursday, can be found on a special Farmcast page on the Hoosier Ag Today web site (www.hoosieragtoday.com). A link will soon appear on the Indiana Farm Bureau web page. It is also possible to subscribe to the podcast so each new episode will be automatically sent to a subscribers computer or i-Pod. HAT broadcaster Gary Truitt will host each weeks Farmcast.

Hoosier Horsepower is a weekly podcast produced by HAT and the Indiana Soybean Alliance and Indiana Corn Marketing Council. This weekly podcast takes its name from the Hoosier Horsepower program the ISA/ICMC has with the Indianapolis Colts. The Hoosier Horsepower podcast focuses on ethanol and bioenergy issues. Each week HAT farm broadcaster Andy Eubank will interview a different guest on the many new uses, new researches and new educational efforts to promote renewable energy made from Indiana corn and soybeans. The Hoosier Horsepower podcast is placed on-line each Monday on a special Hoosier Horsepower page on the Hoosier Ag Today web site and soon on the Indiana Soybean Alliance web page. This program will not only be a way for Indiana corn and soybean farmers to track the efforts of their checkoff programs, but a way for Hoosier consumers and motorists to hear about the exciting new developments in the area of home grown renewable energy.

Portions of the Farmcast and Hoosier Horsepower program will also be included in HAT farm news programs that are aired by over 35 radio stations across Indiana. According to the 2008 AMR media study, these stations have the largest farmer listening audience in the state.

For more information

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