

■ **April 22 — Earth Day.** Every day is Earth Day for agriculture! But on this day we can celebrate America's original environmentalists - farmers! **Carrie Vollmer-Sanders, (800) 292-2680, ext. 2026**

■ **June 28 to July 1 — Young People's Citizenship Seminar at Northwood University.** Teaches young people about the democratic political process and how to become informed, active citizens. **Matt Kapp, (800) 292-2680, ext. 2027.**

# AgriNotes & News

**Attention Media:** This is an abbreviated issue of AgriNotes & News. Look for AgriTips and Quick Facts to resume in future issues.

**April 9, 2010**

**Published weekly by the Michigan Farm Bureau Information and Public Relations Division**

Jill Corrin, Manager  
Media Support Services  
Phone: (517) 323-6585  
Fax: (517) 323-6541  
E-mail: [mfbinfo@michfb.com](mailto:mfbinfo@michfb.com)

Visit our site on the World Wide Web! You can find Farm Bureau at [www.michiganfarmbureau.com](http://www.michiganfarmbureau.com)

The AgriNotes & News online version has moved to [www.michfb.com/agrinotes](http://www.michfb.com/agrinotes)



**MICHIGAN FARM BUREAU**

7373 W. Saginaw Hwy.  
Lansing, MI 48917

## **THIS WEEK:**

**Retail food prices at the supermarket showed a modest increase** during the first quarter of 2010, according to the latest American Farm Bureau Federation (AFBF) Marketbasket Survey. **For more information, contact Bob Boehm, (800) 292-2680, ext. 2023.**

**The Michigan Farm Bureau (MFB) has a new agreement with Ford Motor Company** to offer MFB members \$500 bonus cash to put toward the purchase or lease of an eligible Ford, Lincoln or Mercury vehicle. In addition, MFB has announced a new partnership with Auto Value which offers MFB members a 7 percent discount on eligible automotive parts and supplies at participating Auto Value parts stores and a 10 percent discount on eligible installed auto parts and labor at participating Auto Value Service Centers in Michigan. **For more information, contact Jenna Schrot, (800) 292-2680, ext. 6552.**

## **Register now for Michigan Wind Energy Conference**

The Great Lakes Renewable Energy Association (GLREA) will hold the 2010 Michigan Wind Energy Conference April 20-21 at COBO Hall in Detroit.

Wind energy is expected to bring major economic and environmental benefits to Michigan, including new jobs for manufacturing wind turbine components, and maintenance and installation of wind turbines.

Session topics at the conference will cover, among other things, construction needs of a wind farm, community wind energy case studies from Michigan, re-powering brownfield sites, financing projects, and Michigan manufacturing success stories.

The conference is geared toward stakeholders such as farmers and landowners, local government officials and planners, manufacturers and potential suppliers to the wind industry, building owners and managers, contractors, attorneys and consultants, educational and training organizations interested in green jobs, colleges and universities interested in wind energy research, and environmental groups.

For conference rates, agenda and registration information, visit [www.glrea.org](http://www.glrea.org).

GLREA is a non-profit organization dedicated to increasing the mainstream use of renewable energy technologies and sustainable energy practices.

**Contact: Great Lakes Renewable Energy Association's Jennifer Alvarado, (517) 614-1029, or Ali Nieman, (517) 646-6269**

Find Michigan Farm Bureau's fan page on Facebook, [www.facebook.com](http://www.facebook.com), by searching for Michigan Farm Bureau. Find us on Twitter at <http://twitter.com/MichFarmBureau>, and YouTube at <http://www.youtube.com/MichiganFarmBureau>.

# AgriNotes & News

---

## **Retail food prices rise slightly in first quarter; dip from one year ago**

### **Contact:**

Bob Boehm,  
(800) 292-2680,  
ext. 2023

**LANSING, April 9, 2010** — Retail food prices at the supermarket showed a modest increase during the first quarter of 2010, according to the latest American Farm Bureau Federation (AFBF) Marketbasket Survey.

The informal survey shows the total cost of 16 food items that can be used to prepare a meal was \$45.54, up \$2.64 or 6 percent higher compared to the fourth quarter of 2009. Compared to one year ago, though, the total average price for the 16 items dropped by \$1.87 or about 4 percent.

Of the 16 items surveyed, 14 increased and two decreased in average price compared to the prior quarter. Shredded cheddar cheese, deli ham, apples, vegetable oil, bacon, boneless chicken breasts and eggs increased the most in dollar value from quarter-to-quarter.

Shredded cheddar cheese increased 62 cents to \$4.26 per pound; sliced deli ham increased 48 cents to \$4.83 per pound; apples increased 25 cents to \$1.50 per pound; vegetable oil increased 23 cents to \$2.74; bacon and boneless chicken breasts increased 22 cents to \$3.22 and \$2.93 per pound, respectively; and eggs increased 19 cents to \$1.74 per dozen.

“Improved demand for milk and dairy products here at home and from export markets was the driving factor behind higher retail prices found by our volunteer shoppers during the first quarter of the year,” said AFBF economist John Anderson. “Higher retail prices for some meats were due to reduced supplies.”

Other items that increased in price quarter-to-quarter were: flour, up 16 cents to \$2.26 for a 5-pound bag; whole milk, up 11 cents to \$3.15 per gallon; bagged salad, up 10 cents to \$2.67 for a 1-pound bag; sirloin tip roast, up 9 cents to \$3.69 per pound; Russet potatoes, up 8 cents to \$2.26 for a 5-pound bag; orange juice, up 5 cents for a half-gallon to \$2.98; and toasted oat cereal, up 2 cents to \$2.97 for a 9-ounce box.

Compared to a year ago, eggs increased 16 percent; apples increased 11 percent; and toasted oat cereal increased 2 percent.

Two foods declined slightly in price compared to the prior quarter: white bread, down 11 cents to \$1.71 for a 20-ounce loaf; and ground chuck, down 6 cents to \$2.63 per pound.

Several items from the meat case decreased in price compared to one year ago: chicken breasts, down 13 percent; ground chuck, down 10.5 percent; and sirloin tip roast, down 7.5 percent.

### ***Tracking Milk and Egg Trends***

For the first quarter of 2010, shoppers reported the average price for a half-gallon of regular whole milk was \$2, up 1 cent from the prior quarter. The average price for one gallon of regular whole milk was \$3.15, up 14 cents. Comparing per-quart prices, the retail price for whole milk sold in gallon containers was about 25 percent lower compared to half-gallon containers, a typical volume discount long employed by retailers.

The average price for a half-gallon of rBST-free milk was \$3.62, up 54 cents from the last quarter, more than 50 percent higher than the reported retail price for a half-gallon of regular milk.

- more -

# AgriNotes & News

---

The average price for a half-gallon of organic milk was \$3.66, up 9 cents compared to the fourth quarter of 2009, and about 80 percent higher than the reported retail price for a half-gallon of regular milk.

Compared to a year ago, the retail price for regular milk in gallon containers was unchanged while regular milk in half-gallon containers decreased 8 percent. The average retail price for rBST-free milk increased about 13 percent in a year's time. The average retail price for organic milk in half-gallon containers dropped about 1 percent in the first quarter of 2010 compared to the prior year.

For the first quarter of 2010, the average price for one dozen regular eggs was \$1.74. The average price for "cage-free" eggs was \$2.91 per dozen, about 70 percent more per dozen than regular eggs. Compared to a year ago, regular eggs increased 16 percent while "cage-free" eggs were unchanged.

## ***Farmer's share of food dollar***

As retail grocery prices have increased gradually over time, the share of the average food dollar that America's farm families receive has dropped.

"From about the mid-1970s, farmers received about one-third of consumer retail food expenditures for food eaten at home and away from home, on average. Since then, that figure has decreased steadily and is now just 19 percent, according to Agriculture Department statistics," Anderson said.

Using the "food at home and away from home" percentage across-the-board, the farmer's share of this quarter's \$45.54 marketbasket would be \$8.65.

AFBE, the nation's largest general farm organization, has been conducting the informal quarterly marketbasket survey of retail food price trends since 1989. The mix of foods in the marketbasket was updated during the first quarter of 2008.

According to USDA, Americans spend just under 10 percent of their disposable annual income on food, the lowest average of any country in the world. A total of 73 shoppers in 30 states, including Michigan, participated in the latest survey, conducted in early March.

# AgriNotes & News

---

## **MFB expands member benefits with Ford bonus cash offer, Auto Value discounts**

**Contact:**

Jenna Schrot,  
(800) 292-2680,  
ext. 6552

**LANSING, April 9, 2010** — The Michigan Farm Bureau (MFB) has a new agreement with Ford Motor Company to offer MFB members \$500 bonus cash to put toward the purchase or lease of an eligible Ford, Lincoln or Mercury vehicle. The exclusive bonus cash offer with Ford replaces MFB's member savings program with General Motors, which GM discontinued last year.

In addition, MFB has announced a new partnership with Auto Value which offers MFB members a 7 percent discount on eligible automotive parts and supplies at participating Auto Value parts stores and a 10 percent discount on eligible installed auto parts and labor at participating Auto Value Service Centers in Michigan.

"The Michigan Farm Bureau is excited about being able to offer our members a new vehicle savings program, and we're thrilled to start a new relationship with the Ford Motor Company," said Jenna Schrot, manager of the MFB Member Services Department. "In the past, vehicle savings programs have been a hugely popular benefit among our members, so it's gratifying to answer the call for a replacement savings program."

Added Schrot: "We're also pleased to introduce the new Auto Value parts and service discount program, which is a great benefit to complement the Michigan Farm Bureau's existing roadside assistance and auto insurance benefits."

### ***Ford bonus cash***

With the Ford bonus cash offer, MFB members can enjoy savings on an eligible vehicle of their choice from Ford's exciting new lineup of hard-working and technologically advanced cars and trucks, including the Ford F-150 which boasts impressive power, fuel efficiency and best-in-class trailer towing capacity, said Schrot.

The Ford bonus cash offer went into effect on April 7, 2010 and is valid through Jan. 3, 2011 on the purchase or lease of an eligible 2010 or 2011 model year Ford, Lincoln or Mercury vehicle. The Mustang Shelby GT/GT500, Edge SE AWD, F-150 Raptor and Taurus SE are excluded.

To take advantage of the savings, an individual must have an MFB membership in good standing at least 60 days prior to the vehicle purchase or lease. Members must also show the Ford dealer their MFB membership ID card and Ford bonus cash certificate. Certificates can be obtained online at [www.fordspecialoffer.com/farmbureau/mi](http://www.fordspecialoffer.com/farmbureau/mi), with assistance from Ford dealerships, or from the MFB Member Services Department by calling (888) 805-4864.

The bonus cash offer cannot be used in conjunction with other Ford Motor Company private incentives or AXZD-plans. Only one \$500 bonus cash offer can be used per vehicle purchase or lease. Over the program's life span, a member is entitled to use the bonus cash offer on up to five eligible vehicle purchases or leases.

### ***Auto Value***

As for Auto Value, the company offers more than 500,000 different automotive parts, accessories, paint and tools, as well as reliable and professional automotive repair, said Schrot.

To take advantage of the program, members need to show their MFB membership ID card at the time of

# AgriNotes & News

---

purchase and present a printed coupon, available at [www.michfb.com/benefits/autovaluecoupons](http://www.michfb.com/benefits/autovaluecoupons).

To find a local Auto Value parts store or service center, go to [www.autoparts2020.com](http://www.autoparts2020.com). MFB members without Internet access can get assistance from the MFB Member Services Department by calling (888) 805-4864.

The MFB member-only Auto Value discounts exclude commercial accounts and cannot be combined with other offers. The savings on parts exclude oil, spark plugs, engines and discounted sale items. For the service savings, repairs must total a minimum of \$50 and exclude parts and services already discounted.

### ***More information***

More information about the Ford bonus cash offer and Auto Value discounts are available online at [www.michfb.com/benefits](http://www.michfb.com/benefits), or by contacting the MFB Member Services Department at (888) 805-4864 or by e-mail at [memserv@michfb.com](mailto:memserv@michfb.com).

MFB members who have misplaced their membership card or who have yet to receive a new card upon renewing their membership should contact their county Farm Bureau office. Individuals interested in becoming MFB members to take advantage of these benefits and MFB's many other member benefits should contact their county Farm Bureau office as well. Contact information for county Farm Bureau offices is online at [www.michfb.com/counties](http://www.michfb.com/counties).