



# 2010-2011 r e p o r t



**ASHCA**  
AGRICULTURAL SAFETY &  
HEALTH COUNCIL OF AMERICA

## From the Chair



At a time when business -- including agribusiness -- is increasingly viewed as a major cause of social, environmental, and economic problems, employee safety can be embraced as a shared value by both business and society.

The business principle of "shared value" is explored in a commentary published in Harvard Business Review. Authors Michael Porter and

Mark Kramer assert that shared value involves creating economic value in a way that also creates value for society by addressing its needs and challenges.

"Profits involving a social purpose represent a higher form of capitalism -- one that will enable society to advance more rapidly while allowing companies to grow even more," write Porter and Kramer.

The next generation of business leaders will have a major focus on social responsibility and sustainability. ASHCA should be at the forefront of this movement. Although ASHCA is not a policy promotion or advocacy organization, we have an opportunity to inform the public and policy makers of the inherent risks and implications of unsafe work practices in agriculture.

This is a moral issue, in that people working in production agriculture deserve a safe and healthy work environment, and employers and agribusinesses are in position to create the culture and conditions for safety.

Sincerely,

William J. Nelson, Chair

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[www.ashca.com](http://www.ashca.com)

### Membership

A variety of membership packages are available  
for individuals and organizations.

### Financial Support

Initial support for assessing the feasibility of a  
Council was provided by the Farm Foundation.

As of January 2008, ASHCA is a not-for-profit  
501(c)(3) organization.

***Vision:*** A hazard-free and healthy  
work environment for the workforce in  
American agriculture.

***Mission:*** To proactively address ongoing  
and emerging occupational safety and  
health issues affecting U.S. agriculture.

# ASHCA frames national discussion of agricultural safety and health issues

Two national events hosted one year apart offered evidence that ASHCA is changing the way agricultural safety and health is approached in this country.

State-of-the-art research and evidence-based safety strategies presented at the January 2010 ASHCA-National Institute for Occupational Safety and Health (NIOSH) conference in Dallas/Fort Worth were published in the peer-reviewed Journal of Agromedicine six months later. The 152-page collection of editorials, panel presentations, plenary talks and poster abstracts from “Be Safe, Be Profitable: Protecting Workers in Agriculture,” was made available free online for four months. Abstracts of articles in Volume 15, Issue 3, can be accessed at <http://www.informaworld.com/smpp/title~content=t792303961~db=jour>.

“It is our hope that this special issue stimulates a new order of translational research, leading to effective research partnerships and improved health and safety outcomes,” said Journal of Agromedicine Editor-in-Chief Dr. Steven Kirkhorn.

Building on the ASHCA-NIOSH conference, the January 2011 ASHCA Workshop, co-located with AG CONNECT in Atlanta, was designed for and by the industry. “Practical Safety and Health Risk Management in Production Agriculture,” convened executives, frontline managers and consultants, as well as safety and health professionals, and featured key and emerging topics likely to impact agricultural businesses.

A recurring theme was the culture of safety, and fostering employer and employee buy-in. Topics included: culturally relevant training, safety competitions, training with a mobile safety trailer, reducing insurance premiums, and outcomes of a statewide agricultural safety certification program. Presentations from the 2011 Workshop have been archived on [www.ashca.com](http://www.ashca.com).



ASHCA Board of Directors

# 2011 Workshop - “Practical Safety and Health Risk Management in Production Agriculture”

## Presentations, Speakers, Affiliations

“Transforming Unsafe Agricultural Practices to the Ideal”  
- Carol Keiser-Long, C BAR, Inc., FL

“Safety Training for Field Workers”  
- Gloria Bell, Driscoll's, CA

“Using Safety Competition to Teach About Hazards”  
- Brady Miller, Texas Cattle Feeders Association

“Developing a Safety System for Pork Producers: Lessons Learned”  
- Kerry Leedom Larson, representing National Pork Board

“Agricultural Machinery Illumination Safety Act (AMISA) and New High Speed Tractor Standards”  
- Michael Weber, Association of Equipment Manufacturers

“Farm Loss Prevention on Northeast Dairy Farms”  
- Lee Hipp, AgriServices Agency, NY

“Onsite Safety Training Trailer for Feedyards and Pork Facilities”  
- Gordon Moore, Hitch Enterprises, OK

“Developing a Research and Extension Agenda for Agricultural Confined Spaces” - Bill Field, West Lafayette, IN

“Implementing a Practical Heat Illness Prevention Program”  
- Joel Sherman, Grimmway Farms, CA

“Leadership Training for Field Supervisors: Nurturing Safety Leaders in Agriculture”  
- Rick Gastelum, Washington State Farm Bureau

“California Ag Safety Certification Program: A Model Program for Supervisor Training”  
- Amy Wolfe, AgSafe, CA

“What Insurance Companies Look for to Reduce Premiums”  
- Dan Hair, Workers Compensation Fund, UT

## January 7, 2011, Georgia World Congress Center, Atlanta



# Looking to the future - goals and strategies

A strategic planning retreat was held mid-2010 at the American Farm Bureau Federation headquarters in Washington, D.C. In attendance were members of the ASHCA Executive Committee – William Nelson, Dan Hair, Marsha Purcell – as well as Dennis Murphy, Barbara Lee and Paul Gunderson.

They agreed that by 2013:

- ASHCA's leadership should be identified with people who are not full time safety professionals.
- ASHCA will be a venue or conduit between safety professionals and producers. ASHCA will be the 'table' to which producers come for safety information.

- There will be steady, incremental growth. There will be new technologies to facilitate ASHCA's reach into target audiences/members.
- Members will find 'market value' in being associated with ASHCA, and farm organizations will be competing to get a representative on the Board.
- We will be effective in creating a culture of worker safety within major agribusinesses.

As for what ASHCA will not be: "There will be no lobbying, no individual professional development and no involvement in immigration reform" wrote the retreat attendees.

Goals and Strategies originally outlined in 2008 have been updated. They can be viewed at [www.ashca.com](http://www.ashca.com).

## Board of Directors - new members in 2010-2011



**Wendelyn Jones**

Wendelyn Jones, Ph.D., is the Senior Director, Human Health Policy in the Science and Regulatory Affairs Department at Crop Life America. Jones joined Crop Life America from Syngenta. At Syngenta, she served as a Regulatory Affairs Project Lead with Syngenta's corn and soy business, and was responsible for securing product

approvals in the U.S. and internationally. Prior to joining Syngenta, Jones was responsible for policy coordination and promoting science-based regulations internationally with USDA/APHIS/Biotechnology Regulatory Services. She represented the federal government in a number of international fora including the Organization for Economic Cooperation and Development (OECD), Cartagena Protocol on Biosafety (COP/MOP), World Organization for Animal Health (OIE) and the Codex Alimentarius Commission. She first joined the government as a scientist with FDA/ Center for Veterinary Medicine where her responsibilities included safety assessments.



**Michael Pankonin**

Michael Pankonin, M.B.A., has joined the ASHCA Board of Directors. Pankonin serves the membership of the Association of Equipment Manufacturers (AEM) as Senior Director, Technical and Safety Services. With a strong interest in equipment, Pankonin began his career in test engineering and has served

industry in the agricultural, construction, utility and forestry sectors. He earned his MBA while managing product support, customer service, quality assurance, and liability case-management in private industry. Pankonin currently has responsibility for the Technical and Safety Services at AEM and personally works with numerous AEM product groups including the Manufacturers of Earthmoving and Mining Equipment. He serves on several ISO standards committees, is a member of American Society of Agricultural and Biological Engineers (ASABE), Society of Automotive Engineers (SAE), and is the AEM staff contact for Occupational Safety and Health Administration (OSHA) and Mine Safety and Health Administration (MSHA) and emissions-related activities. Pankonin replaces Darren Drollinger on the ASHCA Board.



# Committee Reports

## Finance and Investment

The committee established an operating budget for 2011 as well as a January 2011 Workshop budget. The committee reviewed and approved the 2010 year-end financial report. The beginning checkbook balance was \$53,434.85. The income for the year was \$62,400.00 and expenses totaled \$88,830.25 for an ending checkbook balance of \$27,004.60 (12/31/10). An administrative contract for 2012 services was reviewed and recommended for Board approval.

Members: Frank Gasperini, William Nelson, Marsha Purcell, Mark Jansen (Chair).

## Membership and Member Services

Membership continued to grow. For 2010, there were 12 charter members, one sustaining member and two associations that constitute voting members. Additionally, there were 19 associate-level members and nine individual members. The committee reviewed results from the "Member Benefits" survey that was sent to all members in October 2010. They discussed how ASHCA can be most valuable to producers and member organizations. The ASHCA Web site may be the most efficient and practical option for reaching members with evidence-based programs that can be used in their situations. The committee will pursue options to identify priority areas and determine best safety and health practices to be promoted (including ASHCA 2011 Workshop content).

This committee attempted to increase membership by sending letters to 69 organizations/individuals in December 2010, inviting them to join ASHCA.

At the suggestion of officers, this committee recommended adoption of a new membership category that builds off the Charter Member option that expired in 2009. The modification of membership dues and privileges requires a vote of the Board. The new proposed "Benefactor" category would have the same privileges as Charter Membership, but the dues structure would be lower, with \$3,000 dues in Year 1, followed by \$1,500/year thereafter.

Members: Leon Graves, Wendelyn Jones, Gordon Moore, Dan Neenan, Marsha Purcell, Terry Wilkinson, Jan Klodowski (Chair).

## Strategic Planning and Programs

The committee reviewed and finalized an updated version of ASHCA Goals and Strategies (2011-2013), which outlined an ASHCA that "will be effective in creating a culture of worker safety within major agribusinesses." Much time was devoted to planning the January 2011 Workshop, and securing a lineup of speakers sharing best practices from the industry.

The committee reviewed options for a 2012 annual meeting. The recommendation was brought forward to wait until 2013 to co-host a major conference with additional partners.

There was lengthy discussion regarding future ASHCA activities that are consistent with "research to practice" and knowledge mobilization. Some of these issues are also being addressed via the National Occupational Research Agenda's Agriculture, Forestry and Forestry (NORA AgFF) sector council's strategic plan which has an inventory of all agricultural health and safety injuries and a focus on the top five types of injuries.

Members: George Conway, Michael DeSpain, William Green, Paul Gunderson, Brittany Jablonsky, Wendelyn Jones, Amy Liebman, Steve Reynolds, Susan Reynolds, Julie Sorensen, Mike Weber, Amy Wolfe, Dan Hair (Chair).

Ad hoc: Dennis Murphy, William Nelson.

## Public Relations Committee

Output during the past year included the preparation of the 2009-10 report, one newsletter, a new ASHCA Facts handout, a press release for National Farm Safety & Health Week and several releases promoting the 2011 Workshop. ASHCA Facts was designed as a one page, two-sided handout to promote new membership. The press release for National Farm Safety & Health Week called attention to the high number of farm and ranch injuries, and encouraged readers to attend the 2011 Workshop.

The Marshfield administrative team assumed responsibility for the Web site and added features, including: ability to register for the newsletter, posting slides and videos from conferences/workshops, and adding credit-card payment for event attendance. The Journal of Agromedicine issue that featured papers from the 2010 ASHCA/NIOSH conference was made available free online for four months. The committee will be working to have a presence on Facebook and LinkedIn.

Members: Cornelius Blanding, George Daniels, Dan Hair, Diane Hurns, Wendelyn Jones, Kerry Leedom Larson, Kimberly Naffziger, Dan Neenan, Mondale Smith, Robin Tutor, Amy Wolfe, Dennis Murphy (Chair).



Frank Gasperini, Executive Director, National Council of Agricultural Employers, visited Capitol Hill March 16, 2011, with ASHCA Administrative Director Barbara Lee. Gasperini and Lee were there to educate policymakers on the importance of agricultural safety/health research and outreach.

## ASHCA Visibility 2010

### Exhibits, Events

- AG CONNECT Expo 2010 – Orlando, FL
- National Institute for Farm Safety – Wilmington, NC
- Agricultural Media Summit – St. Paul, MN
- National Association of Farm Broadcasting – Kansas City
- North American Occupational Safety & Health Week
- National Farm Safety and Health Week

### Presentations, Meetings

- National Young Farmer Education Association – Washington, DC
- National Farm Business Management Conference – Fargo, ND/Moorehead, MN
- Texas Cattle Feeders Association – Santa Fe, NM

### Media Coverage

- Brownfield Radio Network (300-plus stations)
- Southeast Ag Net
- Oklahoma Farm Bureau Radio Network
- Minnesota Farmers Union Web site
- Pennsylvania Farm Country Radio Network
- Progressive Farmer magazine
- Journal of Agromedicine issue dedicated to the 2010 ASHCA/NIOSH conference.
- And many more mentions on local radio stations and in organization newsletters and Web sites

# Financial Report

## YEAR END FINANCIAL REPORT

### PERIOD: January 1 – December 31, 2010

BEGINNING CHECKBOOK BALANCE 1-1-2010: \$53,434.85

#### INCOME:

Memberships Dues:		
New Members:		
2010	\$ 1,225.00	
2011	\$ 575.00	
Renewals:		
2010	\$31,875.00	
2011	\$ 7,900.00	
Conference Sponsorships:		
2010 Annual Meeting:	\$ 2,500.00	
2011 Annual Meeting:	\$ 4,000.00	
Conference Registrations:		
2010 Annual Meeting	\$13,500.00	
2011 Annual Meeting	\$ 825.00	

TOTAL INCOME: \$62,400.00 \$62,400.00

#### EXPENSES:

Administrative Contract	\$33,000.00
Printing	\$ 2,399.45
Postage	\$ 193.10
2010 Annual Meeting	\$51,266.48
2011 Annual Meeting	\$ 315.14
D&O Insurance	\$ 750.00
Office Supplies	\$ 30.03
Miscellaneous	\$ 8.75
Meeting Expenses (Washington)	\$ 729.30
Membership	\$ 138.00

TOTAL EXPENSES: \$88,830.25 (\$88,830.25)

ENDING CHECKBOOK BALANCE (12-31-10) \$27,004.60





## ASHCA membership 2010

### Charter (Voting)

Agri-Services Agency, Syracuse, New York

Association of Equipment Manufacturers,  
Milwaukee, Wisconsin

American Farm Bureau Federation, Washington, DC

CHS Foundation, St. Paul, Minnesota

CropLife America, Washington, DC

DiscoverRe Managers, Farmington, Connecticut

Farm Foundation, Oak Brook, Illinois

Liberty Mutual, Boston, Massachusetts

National Farm Medicine Center, Marshfield, Wisconsin

National Institute for Occupational Safety and Health

Pork Checkoff, Waterloo, Iowa

Workers Compensation Fund, Murray, Utah

### Organization (Voting)

National Council of Agricultural Employers, Washington, DC

North Carolina Agromedicine Institute,  
Greenville, North Carolina

The Zenith, Woodland Hills, California

### Association organizations

AgriSafe Network, Spencer, Iowa

AgSafe, Modesto, California

Association of Farmworker Opportunity Programs,  
Washington, DC

American Society of Safety Engineers, Des Plaines, Illinois

Cactus Operations, LLC, Amarillo, Texas

Dairy Marketing Services, Syracuse, New York

Great Plains Center for Agricultural Health, Iowa City, Iowa

High Plains Center for Agricultural Safety,  
Fort Collins, Colorado

Hitch Enterprises, Inc., Guymon, OK

LDS Church, Salt Lake City, Utah

Migrant Clinicians Network, Austin, Texas

National Education Center for Agricultural Safety,  
Peosta, Iowa

National Farmers Union, Washington, DC

Northeast Center for Agricultural Health,  
Cooperstown, New York

Pacific Northwest Agricultural Safety and Health Center,  
Seattle, Washington

Progressive Agriculture Foundation, Birmingham, Alabama

Southeast Center for Agricultural Health and Injury  
Prevention, Lexington, Kentucky

Texas Cattle Feeders Association, Amarillo, Texas

Western Center for Agricultural Health and Safety,  
Davis, California

