

TRUTH ABOUT TRADE & TECHNOLOGY 2003

Summary of 2003 Activities and Media Highlights

MEDIA ACTIVITY

AgWeb Column – TATT provides a weekly column for the AgWeb website, which is part of the Farm Journal Media family that includes Ag Day TV and Weekend Marketplace. The website has over 100,000 registered users.

- Timeline process for the AgWeb column is the following:
 - Thursday – “The Truth” posted to AgWeb homepage www.agweb.com
 - Friday – TATT email alert distributed with link to column on both AgWeb and TATT websites, along with any other pertinent news or alerts.
 - Friday – NAFB posts radio interview based on AgWeb column for use by their members (over 200 members representing over 2000 stations in North America).
 - Most columns with a biotechnology topic are distributed by the **AgBioView** Newsletter, which has substantial international distribution.
 - Selected columns pitched to targeted print media.

Weekend Marketplace Television <http://www.weekendmarketplace.com>

“Kleckner Commentary” is regularly shown as available. The 60-90 second segments are based on current issues surrounding agricultural trade and biotechnology. The show is syndicated nationally on over 150 stations and reaches 250,000 households.

- Segments aired 2003: 12/13; 12/6; 11/15; 11/8; 11/1; 9/6; 8/2; 7/12; 6/28; 5/31 5/17, 5/3, 4/19, 3/22, 3/1, 2/22, 2/8, 1/25.

CNN - During the week of July 14 “Lou Dobbs Tonight” featured a series titled “Food Fight” over genetically modified food. TATT Board member, John Reifsteck, was interviewed at his farm in Illinois for the show and was featured on the first episode.

British Broadcasting Corporation (BBC) – Bill Horan was interviewed by the BBC for a program titled “Seeds of Trouble” on GMO’s that aired and was replayed during January. In July, the **BBC** did more taping for a fall program on biotech as it relates to trade, why he plants biotech crops, and pharma crops.

Kleckner conducted television interviews with the **British Broadcasting Corporation (BBC)** and **German ZDF Television** at BIO 2003.

USA Today - Dean Kleckner was quoted in a July 3 article “European Law Requires Labels on Biotech Foods” that ran in both national and international editions.

WTO Cancun Ministerial - Media Events scheduled for Kleckner during and post WTO Cancun:

Ag Day TV, NPPC - Ag Briefing; AgTrade Reception w/ Press; AgTrade Kickoff Press Conference; WHO Radio Noon Show Live Interview; Taped Interview w/ NAFB; Ag Day TV Interview Update; AgTrade Press Conf. - NonTrade: GI's; Ag Day TV Interview Update; AgTrade Reception - Veneman attend; Event w/ Alan Oxley; AgTrade Press Conf Market Access; Ag Biotech / Sustainability Press Conf; AgTrade Issues Conference; AgTrade Wrap-up Press Conf; Red River Farm Network – Grand Forks -14 stations across Minnesota, and the Dakotas; WHO Radio, Noon Show - Des Moines, Iowa; Ag Day TV - special on Cancun meeting; *Des Moines Register*; WGN Radio - Chicago, Illinois – live interview with Orion Samuelson; US Farm Report Television – Chicago, Illinois; Post WTO Conference Call with Ambassador Allen Johnson.

“The Simple Facts of Biotech” - Dean Kleckner’s column on biotechnology and the European Union with comments by Lord Plumb (GBR) ran in 248 Newspaper articles – 17 different states – readership of 10,675,296.

- Major Market placements included: New York, NY; Houston, TX; Los Angeles, CA; San Francisco, CA; Chicago, IL; Minneapolis, MN; Sioux Falls, SD; Portland, OR; Tampa, FL; Charlotte, NC; Salt Lake City, UT; Oklahoma City, OK; Raleigh-Durham, NC; Birmingham, AL; Albuquerque, NM; Des Moines, IA.

Top Producer Magazine - Tim Burrack was featured on the cover and feature article “Out of the Pits” for the November 2003 issue.

WGN Chicago, Illinois – Kleckner did an interview for the US Farm Report television show, played the weekend of April 19, and a live interview with Orion Samuelson for the WGN-Radio noon show on April 15. Topics covered included: the WTO; biotech and the EU; the Mexican sugar issue with HFCS (high-fructose corn syrup); US food aid to Iraq and Afghanistan; Kleckner on the panel at the International Association of Culinary Professionals conference.

- US Farm Report is viewed in 2.4 million households covering 97% of American viewership via 190 television stations.

Iowa Radio Network

Gary Wergin did a statewide radio commentary on November 20 concerning the recall of organic cornmeal in the United Kingdom, and how it would have been a bigger media issue if it had been biotech cornmeal instead of organic. TATT helped provide background for the piece.

Meredith Publishing - TATT met the publishing firm’s food editors of primarily non-agricultural publications regarding food safety issues and how they relate to biotechnology on September 30. Meredith has publications such as *Successful Farming*, *Family Food Group*, *Midwest Living*, and *Better Homes & Gardens*. Topics included: Transfats and the current debate; Safety of food as it relates to biotechnology; Potential food products coming “down the pipeline” with specific consumer benefits.

Radio and Television – sample of 2003 interviews:

- Ag Info Center Networks - St. Joseph, MO
- WNAX Ag Radio – Yankton, SD
- Linder Ag Radio Network – Owatonna, MN (44 stations)
- Illinois RFD AG Radio Network / Illinois Farm Bureau Radio Network
- Hancock Communication – The Cromwell Group - Owensboro, KY
- Red River Farm Network – Grand Forks, ND
- KGLO Radio – Mason City, IA
- Southeastern AgNetwork
- WITY Ag Radio – Danville, IL
- WPW Broadcasting - Monmouth, IL
- WMBD CBS-TV, Peoria, IL
- WHO Radio, Des Moines
- WGN Radio – US Farm Report
- AgDay and Weekend Marketplace – Farm Journal Electronic Network
- AgriAmerica Ag Radio Network – Indianapolis, IN
- Severenson Ag Network (29 stations in Illinois)
- Arkansas Ag Network
- KRVN – Lexington, Nebraska
- Iowa Farm Bureau Ag News
- WRFD - Columbus, Ohio
- KMJ Radio – Fresno, California

Print Media – sample of 2003 articles:

- **“Biotech Delivers – With Benefits!”** by Terry Wanzek was printed Sunday, October 5 in *Grand Forks Herald* (ND) as “Don’t believe tales about biotechnology.”
- **“Drought-tolerant Crops: Preparing to Survive a Heat Wave”** by Dean Kleckner was published by the *Omaha World-Herald* on September 10. He was quoted in a story published in the Sunday, November 16 edition “The Battle Over Biotech.”
- ***Iowa Farmer Today*** - Dean Kleckner was featured on the front page article on November 8 by Gene Lucht on how currency rates affect trade and negotiations.
- ***The News Journal*** (Delaware Biz Journal) - Reprinted a Des Moines Register piece from December 22 that quoted Bill Horan “Family farms seek path to survival: Plan to grow crops for specific use and form partnerships.”
- ***Western Farm Press*** - “Precision Ag Research Becomes Commercial Practice” ran on August 5 and featured Ted Sheely.
- ***Successful Farming Magazine***
- Kleckner did an interview with Dan Looker – a post-Cancun WTO piece. The article will run in early 2004. ***Successful Farming Radio Magazine*** - Dean was also interviewed as an accompaniment to the print piece – international agricultural trade in 2004.
- ***Waterloo – Cedar Falls Courier (IA) / Associated Press*** - Bill Horan was quoted in a November 28 article “Experts: Cooperation among farmers necessary in global marketplace.” Horan, who leads a task force on the future of agriculture for the National Corn Growers Association, was speaking at the Illinois Commodity Conference in Bloomington, Illinois.
- ***St. Joseph News-Press (MO)*** - Dean Kleckner was quoted extensively in a Sunday, November 30 article “Not all farmers see gains in trade.” Kleckner made the point that while not always directly noticed producers are better off with freer trade than without.
- ***Des Moines Register*** - Jerry Perkins did a story on TATT published Sunday, November 9 – “Iowans crusade is to alter message on trade.”
- ***The Barre Montpelier Times Argus*** - Bill Horan was mentioned in an article, “Lawmakers visit Monsanto Plant” on November 7. Horan was the speaker at the evening event.
- ***AgriNews*** - Tim Burrack was quoted in October 28 and November 4 articles covering the lock and dam issue important to agricultural trade on the Mississippi River.
- ***Hawaii Newspapers*** - Kleckner op-ed “Hawaiian Hula – A Biotech Dance” was printed in *The Maui News* and *The Garden Island* on Kauai. At least two letters were sent to the Maui paper responding to Kleckner’s piece, and one letter to the Kauai paper.

ORGANIZATIONAL & OTHER ACTIVITY

World Trade Organization - Chairman Dean Kleckner and Board member Tim Burrack (with the US Grains Council) participated at the Fifth WTO Ministerial Conference in Cancun, Mexico, September 10-14. TATT had been granted status as a NGO.

BIO 2003 - Dean Kleckner, Mary Boote, and Bill Horan participated at the annual event June 22-25 in Washington, DC – including the media brunch. TATT was utilized to give a farmer’s point of view on biotech and trade issues at the conference to international media. Interviews were conducted with the British Broadcasting Company and German ZDF Television.

- Conference Stats – 20,000 people from 55 countries and 47 US states, 1248 exhibitors, over 500 journalists.

International Association of Culinary Professionals 25th Annual Meeting - Montreal, Canada, April 10 – Kleckner was on the keynote panel presentation: The Politics of Food; moderated by Johnny Apple, *New York Times* Associate Editor.

US – Mexico Interparliamentary Meeting – Nashville, Tennessee - TATT helped to facilitate that the NAFTA/HFCS (high-fructose corn-syrup) issue between the US and Mexico would be addressed at a meeting between US and Mexican Senators in Nashville June 14-15.

Farm Journal Forum – Dean Kleckner, Bill Horan, and Tim Burrack were at the event this December in Washington, DC.

- Bill Horan presented “Future Structure of Agriculture – Opportunities with Biotech.”
- Horan and Tim Burrack also met with Blairo Maggi, Governor of Mato Grosso, Brazil.

Australian Embassy - Dean Kleckner met with Fran Freeman, Minister – Counsellor for Agriculture, at the Australian Embassy in Washington, DC in November. The meeting was scheduled to receive updates on biotech and trade issues – specifically the Australian FTA. She will also help identify specific media outlets in Australia that would publish TATT editorials.

Vermont Legislator and Farm Biotech Group - Bill Horan was the dinner speaker for a group that toured the Monsanto facility in Mystic, Connecticut, on November 5-6, to garner a better understanding of agricultural biotechnology.

2003 Events – A sample of attendances by the TATT Board:

- **World Food Prize International Symposium** - TATT attended the 2003 symposium, titled “Defeating Hunger and Famine.” Dean Kleckner is on the Council of Advisors.
- **2003 Commodity Classic** – TATT had a booth at the annual joint convention of the National Corn Growers Association and the American Soybean Association. The 2003 Commodity Classic was held February 27 to March 1 in Charlotte, North Carolina.
- **World Ag Expo**, February 10-11, 2003 – Tulare County, California – TATT attended the world’s largest agricultural equipment show.
- **World Ag Forum** – May 18-20 in St. Louis, MO - Kleckner participated at the event with international agricultural leaders from 26 countries who addressed current and emerging issues.
- **International Policy Committee (IPC)** - Kleckner participated at the IPC meeting May 28 to June 5 in Mexico City, Mexico.
- **Farm Progress Show** – Dean Kleckner and Mary Boote were at the Farm Progress Show in Henning, Illinois, conducting media interviews on Wednesday, September 24. Messaging included post WTO assessments, ethanol, biotech, and other pertinent topics.
- **International Grains Council meeting** - TATT had a booth at the meeting in Minneapolis, Minnesota, on July 21-22.

2003 Speaking Engagements – A sample of groups presented to by the TATT Board:

- **Great Decisions Lecture Series**, Dubuque, Iowa – February 20. Kleckner spoke at series sponsored by NE Iowa Community College on “Int’l Trade: Focus on Food Policy.”
- **Fertile Minds Panel, Ag Retailers Association – December 3, 2003** - John Reifsteck, participated on a panel at the event in Nashville, Tennessee.
- **Illinois Commodity Conference** - Bill Horan spoke to the Illinois Commodity Conference in Bloomington, Illinois during the week of November 24.
- **Speaking Engagements and Events – Bill Horan, Third Quarter 2003**
- **Iowa State University Seed Center** – Presentation by Bill Horan on Risk Assessment for Biotech Crops, July 1.
- Presentation by Bill Horan July 28 at **Ohio State University**: “Biotech Advancement: How will this affect Ohio Farmers.”
- Presentation by Bill Horan on August 8 to **South Dakota Legislature** – Summer Seminar Series: “What is Iowa doing in regards to ag biotechnology.”

- On August 20 in Harlan, Iowa, Bill Horan spoke to the **First State Bank Annual Meeting**. Topic: Future structure of Agriculture - Is there a place for high-value crops; Trade competition from Brazil – how does use of biotech affect this?

2003 Meetings – A sample of meetings with key decision-makers by the TATT Board:

- Kleckner was involved in meetings with the following during the week of January 27: Tom Dorr, US Department of Agriculture, Undersecretary of Rural Development; Senator Charles Grassley (R-IA) - Finance Committee Chairman; Ken Mehlman, White House Director of Political Affairs.
- **North Dakota Governor** - Terry Wanzek discussed the work TATT does promoting biotechnology with Governor John Hoeven in August.
- Bill Horan on July 11 met with **Agriculture Secretary Veneman** for one-on-one discussion regarding the future structure of agriculture.
- Kleckner and Mary Boote met with John S. Kavulich II, president of the **U.S.-Cuba Trade and Economic Council** at the World Ag Expo.

Moving into 2004...

- **American Farm Bureau Federation Annual Meeting – January 11-14, 2004** - Dean Kleckner and Mary Boote will be attending the annual meeting in Honolulu, Hawaii. TATT will be involved with CBI releasing the study “The Economic Status and Performance of Plant Biotechnology in 2003” on January 12.
- **BIO 2004 – June 6-9, 2004** - TATT submitted a proposal for a panel discussion at the annual BIO event to be held in San Francisco, California. The proposal has Dean Kleckner moderating a panel on the Food & Ag Track dealing with the Size Neutrality of Biotechnology in cotton production. The TATT proposal is amongst the final 10.

WEBSITE ACTIVITY

Email Alerts – Regularly scheduled each Friday with weekly column and news. Special topics included or distributed as needed.

Featured Sections in 2003

- **"The Economic Status and Performance of Plant Biotechnology in 2003: Adoption, Research and Development in the United States"** can be linked to via <http://www.truthabouttrade.org/applet.asp?id=1146>
- **Hawaiian Agriculture** – a section highlighting agriculture in the state.
- **WTO Cancun** - A section providing information and links on the WTO and international trade was implemented.
- **International Association of Culinary Professionals (IACP) 25th Annual Meeting** – On April 10, Kleckner participated on the keynote panel presentation: The Politics of Food; moderated by Johnny Apple *New York Times* Associate Editor, at the group's 25th annual meeting held in Montreal, Canada.
- **Action Center** – the action center was modified to support the comments that came from that decision. The Animal and Plant Health Inspection Service (APHIS) will give consideration to comments received on or before May 9, 2003.
- **Action Center** – an action center was developed that supports guidance rules and protocol for the production of crops intended for pharmaceutical use. The FDA, USDA/APHIS solicited public comments through February 7, extended from the original date of January 10, 2003.

Website Redesign – the redesign for www.truthabouttrade.org was launched in mid-September 2003. Visitor activity grew steadily afterwards and continues to see strong growth in the number of page views (below). **Google News** now utilizes www.truthabouttrade.org as a news source.

- Month of October 2003: 8806 total Page Views
- Month of November 2003: 18,920 total Page Views
- Month of December 2003: 29,875 total Page Views