

TRUTH ABOUT TRADE & TECHNOLOGY 2006

Sample of Activities and Media Highlights in 2006

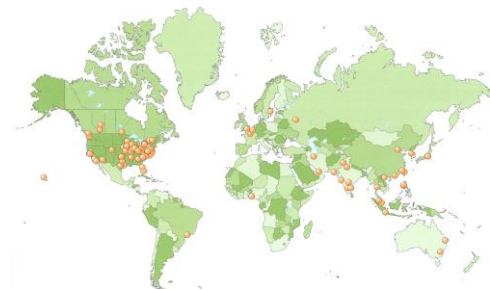
Key Highlights in 2006:

- BIO 2006 Chicago – TATT Biotech Acreage Counters displayed at indoor corn field.
- Pod casting implemented with TATT weekly column and economic analysis
- Stronger international recognition and presence
- Inaugural Farmer to Farmer Global Roundtable held in conjunction with World Food Prize

Coming in 2007: Expansion of 2nd Farmer to Farmer Global Roundtable and prize

WEBSITE ACTIVITY

- **2006: 257,970 page views / 172,892 unique visits**
- **Growth in international usage**



Blog links – the following samples linked to articles or columns on the TATT website during 2006:

Access Asia – A Seedbed of Revolution
Africa Safari South - India, Brazil, South Africa Agree On Intensifying Trade
Agricultural Prices – Discord on Farm Subsidies Continues as Bio-fuels Heat Up
Agriculture Brazil – Populism Loses Appeal for Voters in Latin America
Agriculture Foundation – Scientist to Humanitarian
Agriculture in Argentina – An Ethiopian Scientist's Take on Genetically Modified Crops
Agriculture in USA – Swooping crop-dusters flying off into the sunset
Agriculture Supply – Global Trade Talks Reach an Impasse
Atkins Diet Food – Crop Rotation in the Grain Belt
Australia Visas – GM crops seen as way farmers can beat drought
Aviation Parts – Protectionist Stance Is Gaining Clout
Bananas Now – US sees more banana price hikes as Chiquita recovers EU losses
Biodiesel Investing – Romania Will Lose Right to Grow Biotech Soybeans
Biotech Brasil – Common Challenges – Shared Vision by Terry Wanzek
Biotechnology – Biotech Prominent in California's Ag Research
Buffalo Meat – Growing in India: Food for the World
Burkina Faso – Burkina Faso to Launch Production of Transgenic Cotton in 2007
Calling France - EU's Barroso: EU May Open Farm Trade If Others Reciprocate
Center Food Safety - US environmental, consumer groups ask judge for suspension of drug
Cheap Currency Exchange - Protectionist policies may add to dollar woes
China Imports – Trade and Immigration Battles of the Past Offer Lesson for US
Ciudad De Acapulco – NAFTA Superhighway
Clark Health Supplements – Cover Story: The Organic Myth
Concerns on biotechnology and genetics – Biotech Prominent in California's Ag Research
Cooking University – Biotech advances are making food healthier
Corn Plant – Double, Triple, Quad
Cow – Mad Cow II: The Social Disease
Diet Healthy – It's Not Easy Being Organic
Diet High Protein – Filipino Scientist Join Effort to Develop 'Golden Rice'
DJ Equipment - DJ FOCUS: World's First Commercial Cellulosic Ethanol Plant ...
Environmental Sciences – Bowlful of Worry
Europeanunion – Genetically modified food: rice checks
Exporter Opportunity – Doha Aground
Farm Business Plan - On the Harley free-trade brigade
Farm Equipment Export – Commentary: Don't Close the Door on Free Trade in the Andes
Fda Center Food Safety – Thanks PA Ag Secretary on Farmer Choice to Use rbST

Finance Global Trade – Liberalize Global Trade or It Will Be Balkanized
Flower News – Rose Growers in Ecuador brace for free-trade changes
Food Labeling Laws - Sort Out Biotechnology Facts
Food plots what to plant – Iowa State Plant Scientists Tweak Their Biopharmaceutical Corn
Food Production – A Revolution to Be Thankful For
Food Safety – Strong to the Finach We Eat Our Spinach!
Food Storage – USDA OKs Genetically Engineered Rice
Genetic Engineering Process – News in Brief from Northern California – Cloned Wheat
GMO Food for Thought – Pew's New Biotech Report Misses the Mark
Grape Seed Extract – Lab-altered grapes uncork fears of 'Frankenwine'
Greenhouse Build – New Fuel Source Grows on the Prairie
Health and safety plan – Spinach Growers Hammer out Safety Plan
Health effects of genetically modified foods – EFSA adopts opinion on Bayer GM crop
Health Food – Solae hopes soy drink helps African AIDS patients
Heavy Equipment Operator – How Longshoremen Keep Global Winds at Their Backs
Hong Kong Suitcase House - WTO must ensure real agri push
Identifying Plant – Iowa State Plant Scientists Tweak Their Biopharmaceutical Corn
Info Links – GM Hybrid Peppers Developed in Israel
Insecticide – Biotech White Corn Increases to South African's Food Security
International Trade Leads – Super-sized cassava plants may help fight hunger in Africa
Jobs biotechnology Italy – Squawk Box Interview: Dave Rhylander
Kenyan Coffee - Kenyan Coffee - <http://www.minutesaver.org/Kenyan-Coffee>
Labeling Blog - Why US resists GMO labeling - Truth about Trade Technology
Live Journal – EU to Challenge High India Tariffs on Spirits at WTO
Meat Curtain – Export value apparent to entire beef industry
Moving Equipment – Caterpillar CEO Bemoans US Protectionism
NAFTA Mexico – US, Mexico Reach Trade Accord on Sweeteners
Normal Blood Pressure – World Food Prize Celebrations This Year to Honor Norman Borlaug
Nutrition Fact – Powerful Interests Ally to Restructure Agriculture Subsidies
Occidental Petroleum Blog - Peru Ratifies Free Trade Pace with US
Orchid Growers – Putting Petal to the Mettle
Organic Cotton – Zimbabwe: Biotechnology- Debate Rages On
Organic Fertilizer – A Revolution to Be Thankful For
Organic Growers – Don't create patchwork of GMO rules
Patent Search – Biotech firms see big danger in patent regulation changes
Patents Copyrights – Trade Steps Forward
Sistema De Noticias Asocebu – Informe del USDA sobre la rapidex con la que los granjeros...
Southern Africa Tour - Africa faces barren future 'To feed people we must feed the soil'
Soy food – Industry lobbies for changes to environmental, trade policies
Soy milk maker – Brazil soy farmers use biotech seeds to fight pests, rust
Speakers-Cover Crops Roller Weed Control – Roundup Ready Alfalfa Touted
Steel News – Small ports also benefit as global trade swells
Trade Schools Blog - Unintended Corn-sequences - Truth about Trade Technology
Trading Commodity - Commentary: China's Trade Tiffs
Vegetable Blog – Santa Cruz County Outlaws Genetically Engineered Plants
Vermont and Real Estate – Vermont Governor to Veto Genetic Seed Liability Bill
What are genetically modified organisms – Debate on Genetically Modified Organisms rages on in Kenya
Wholesale Vitamin – For I Was Hungry and You Fed Me: Ag-biotech and Hunger
Wine – Wine researchers using biotechnology

MEDIA ACTIVITY

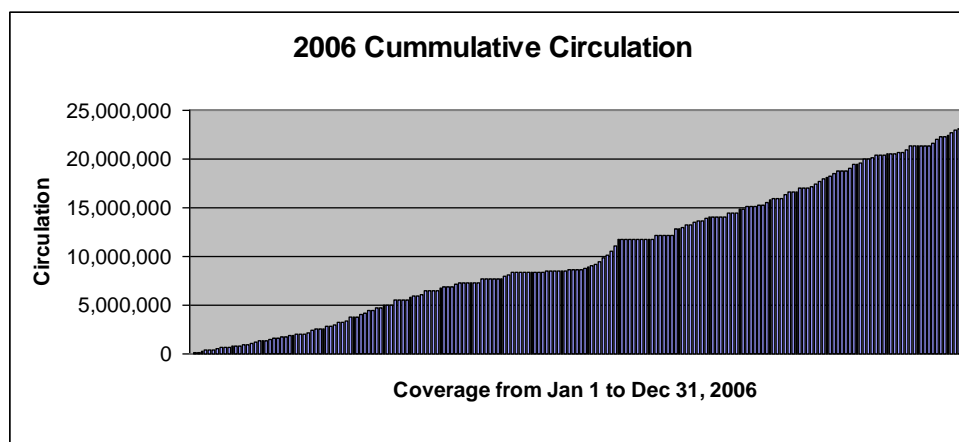
- **AgWeb Column** – TATT provides a weekly column for the AgWeb website, which is part of the Farm Journal Media family. The website has over 125,000 registered users.
 - Timeline process for the AgWeb column is the following:
 - Thursday – “The Truth” posted to AgWeb homepage www.agweb.com
 - Friday – TATT email alert distributed with link to column on both AgWeb and TATT websites, along with any other pertinent news or alerts.
 - Most columns on biotechnology are distributed by the **AgBioView** Newsletter with international distribution.
 - Selected columns also pitched to select print media.
- **Associated Press** – “Farmers Feel Pinch of High Fuel Prices Now, Consumers May Later” included Board member, Ted Sheely. The piece ran in numerous pieces: *Monterey County Herald* (CA); *Press-Enterprise* (CA); *Contra Costa Times* (CA); *San Jose Mercury News*; *San Luis Obispo Tribune*; *The Daily Comet* (LA); *Inland Valley Daily Bulletin* (CA); *Houston Chronicle*; *Biloxi Sun-Herald*; *Bismarck Tribune* (ND); *Wichita Eagle/Kansas.com*; *Lexington Herald-Leader/Kentucky.com*; *Columbus Ledger-Enquirer* (GA); *Washington Post*; *Belleville News-Democrat* (IL); *Bradenton Herald* (FL); *MSN Money*; *Times Daily* (AL); *Forbes*; *Wilmington Morning-Star* (NC); *Lakeland Ledger* (FL); *Centre Daily Times* (PA); *Kansas City Star*; *Miami Herald*; *Fort Wayne News-Sentinel*; *Macon Telegraph*; *Fort Worth Star-Telegram*; *Fort Wayne Journal-Gazette*; *Mlive.com* (MI); *WJLA-TV* website in Washington, DC; *Minneapolis Star-Tribune*; *Grand Forks Herald*; *The State* (SC); *Canton Repository* (OH); *phillyburbs.com* (PA); *PlanetSave.com*; *Natural Resources Defense Council*; *Lake Sun Leader* (MO); *Sauk Valley Newspapers* (IL); *San Diego Union-Tribune*; *Business Week*; *Yahoo News*; *Ag Weekly*

- **“US Farmers Choose Biotechnology”** a TATT press release with updated numbers on the acreage of biotech plantings internationally was posted by **AgBioView** on June 30, also used in piece by **Farm Futures** on June 30 in “Biotech Crops Keep Gaining Ground.”
- **AgBioView** – included Ross Korves’ “Details of Biotech Crop Development in the US” on May 6.
- **Brownfield Ag Network** – Bob Meyer interview with Dean Kleckner posted on May regarding the current state of the WTO and it’s relevance to today’s issues - Both print and radio. Dean was also interviewed by Brownfield at the **NAFB** (National Association of Farm Broadcasters) spring meeting in Washington, DC on May 2.
- **Checkbiotech.org** – posted “Biotech Tipping Point” by Dean Kleckner on July 24.
- **Chicago Tribune** – Dean Kleckner was interviewed by Andy Martin on July 19 regarding corn – the future of; food vs. fuel; export opportunities if China becomes a net importer of corn; China’s first import of biotech corn happening in the near future.
- **Chicago Tribune** – Jon Van article on April 13 “Gene alterers try to weed out mistrust” profiled in part work by Board member, Bill Horan (TMCnet.com, Checkbiotech.org posted April 13, BioX, China posted April 12).
- **Copenhagen Institute** – the Danish think-tank regularly post weekly columns by TATT, and now has an English language version of their website www.coin.dk.
- **Des Moines Register** – “Don’t deny crop-starved Africa a gene revolution” by Dean Kleckner was printed in the Opinion section of the October 13 edition.
- **Des Moines Register** – Jerry Perkins piece published on January 8 ‘WTO Meeting in Hong Kong Made Some Limited Progress’ featured feedback from Dean Kleckner and also Ross Korves. **FarmPolicy.com** also referenced the piece on January 9.
- **Des Moines Register** – printed a letter to the editor from Reg Clause “Alfalfa Lawsuit Halts Technology” on March 16 in response to article by Philip Brasher.
- **Des Moines Register** – printed Letter to the Editor from Dean Kleckner, “Green Revolution More Than Genetic Engineering” on December 3 in response to op-ed by Eric Holt-Gimenez.
- **Des Moines Register** – printed version of Addicted to Innovation by Dean Kleckner as ‘Ethanol’s New Wave’ on February 21.
- **DTN** – Dean Kleckner was interviewed regarding Patrick Moore keynote address at Iowa Farm Bureau Annual Meeting in Des Moines on December 11.
- **East Oregonian** – Farmers hear benefits, drawbacks of bio-fuel was printed February 24 and covered a talk to wheat growers by Ross Korves in the Pendleton, OR, area.
- **Farm Bureau News** – posted Tim Burrack’s column “WTO’d” on April 17.
- **Farm Futures** - “Trade agreements have to be win-win’ - Former Farm Bureau chief Dean Kleckner talks turkey over trade and technology” is posted on the web-exclusive section of the website and is based on an interview Mike Wilson conducted at the Hong Kong WTO meetings.
- **FarmPolicy.com** – May 16 email update included Ross Korves’ “WTO Cotton Talks Grind On.”
- **FarmPolicy.com** – Ross Korves wrote a paper titled “A New Commodity Price Plateau and the 2007 Farm Bill Debate” which was included in the news alert on July 22.
- **Farmweek** – Dean Kleckner’s column from September 8 was reprinted as “Trade with Pakistan Vital” to the United States on September 27 by the Illinois Farm Bureau publication.
- **Farmweek** – the Illinois Farm Bureau included Dean Kleckner’s piece “Perspective – Mexicans on economic seesaw with election” on July 12.
- **Ft. Madison Daily Democrat** (IA) – “Speaker touts merits of biotech ag crops” was front page piece January 18 covering Dean Kleckner’s talk to the Rotary Club on the WTO negotiations and biotechnology.
- **Grand Forks Herald** – printed editorial by Terry Wanzek on Sunday, October 29 as “Job 1: Ease fears of biotech.”
- **Grand Island Independent** – the Nebraska paper had “Hagel, Heineman to speak at Farm Bureau Convention” on December 2 which covered Ross Korves who also addressed the group.
- **Heartland Institute** –referenced TATT website as informational resource on biotechnology on May 2 in piece titled “Missouri Senate Looks to Block Local Biotech Bans” by James M. Taylor.
- **High Plains / Midwest Ag Journal** – December 21 article on pre-coverage of the Ag Pro Export Trade Show mentioned Bill Horan as a keynote speaker for the February 17-21, 2007 show in Atlanta, GA.
- **Iowa Farm Bureau Spokesman** – both the online and November 22 print editions included “Corn, soybeans, wheat and rice potential WTO cases against U.S. farm programs” by Ross Korves.
- **Iowa Farm Bureau Spokesman** – printed version of Biotech Gold by Dean Kleckner as ‘EU sweeps gold in anti-biotech hysteria’ on February 22.
- **Iowa Farm Bureau Spokesman** – the Bill Horan editorial “Rivers of Bio-fuel” was reprinted as “Right policies can enable US to create its own rivers of bio-fuels’ on August 23.
- **Iowa Farm Bureau Spokesman** – the column “Our Oil” by Bill Horan was posted as “Moving toward Iowa oil” on June 12.
- **Iowa Farm Bureau Spokesman** – the July 5 edition included Reg Clause’s piece (Beef with Confidence) as “Nobody will win a trade war as a guest opinion.”
- **Mid-Iowa News** – “Iowa signs on to national 25 x 25” initiative referenced Bill Horan August 30.
- **Omaha World-Herald** – printed ‘Wheat farmers need to embrace biotech’ by Terry Wanzek on Friday, February 3. This coincided with the annual meeting of the National Association of Wheat Growers in San Antonio.
- **Philadelphia Inquirer** – “For crops, the rains are good and bad” on July 21 included statements from Board member, John Rigolizzo.
- **Reason Online** – article by Ronald Bailey posted April 14, “Amber waves of drug-producing grain” profiled in part Bill Horan and coverage of BIO 2006.

- **Resource News** – from Canada interviewed Dean Kleckner on bio-fuels and biotech playing a role in having enough production for food, feed, and fuel on September 1.
- **Santa Cruz Sentinel** - the Santa Cruz County Board of Supervisors (CA) voted to place a moratorium on genetically modified crops within the county. On Friday, June 23, 2006, the Santa Cruz Sentinel Editorial Page questioned that decision in "As We See It: Genetically modified crops banned – why?" – quoting a recent TATT editorial as base for their argument.
- **Seed Today** – posted Alfalfa and those 'Big Rascals' by Reg Clause to their website March 23.
- **Successful Farming** – Dan Looker used information from analyses by Ross Korves for a piece to be included in the May/June edition.
- **The Virginian-Pilot** – used Dean Kleckner's column "We eat our spinach" on September 20.
- **Urbana/Champaign News-Gazette** – "Profits wilt as planting costs grow significantly" on May 26 quoted John Reifsteck.
- **VHeadline.com** – the independent Venezuelan website linked July 12 to an article posted on TATT, "Chavez trade bloc would freeze the US out of commerce in the region."
- **Washington Examiner** – printed "Trading Places" by Dean Kleckner on May 18 - his take on Susan Schwab's appointment as USTR maybe helping give the WTO the spark it needs.
- **Washington Post** – "Iowa's Corn Farmers See the Future in Fuel" printed on Sunday, May 21, featured in part, Board member Bill Horan.
- **WNAX Radio** – Michelle Rook from the Yankton, SD station interviewed Dean Kleckner at the NAFB meeting May 2; as did Roger Ward from **Illinois Ag Radio**.

Other Print, Web, Television, and Radio Interviews:

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| <ul style="list-style-type: none"> ▪ Ag Day TV ▪ AgNet ▪ <i>AgriPulse Newsletter (IL)</i> ▪ AgWired.com ▪ Australian Broadcasting Corporation ▪ Best Food Nation ▪ BioX – China ▪ Capital Press (OR) ▪ CattleNetwork.com ▪ Emediawire.com ▪ Farms.com ▪ Grainnet.com ▪ Growers for Wheat Biotechnology ▪ Julien's Journal ▪ KCCI TV - Des Moines, IA ▪ Linder Radio Network ▪ PRWeb.com | <ul style="list-style-type: none"> ▪ Red River Farm Radio Network (18 stations in MN, ND, SD) ▪ RFD Illinois Farm Radio Network ▪ <i>Rushford Report</i> ▪ Seedquest.com ▪ Severson Radio Network (28 stations in Illinois) ▪ Successful Farming Radio Magazine (130 stations, 19 states) ▪ TMCnet.com ▪ US Farm Report – Chicago, IL ▪ WGN Radio – Chicago, IL ▪ WHO Radio – Des Moines, IA ▪ WhyBiotech.com ▪ WITY Radio – Danville, IL ▪ WLDS – Jacksonville, IL ▪ WNAX – Yankton, SD ▪ Yahoo! News |
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**Graph is approximate of known coverage and does not include circulation from AP distribution*

SPEAKING, ORGANIZATIONAL & OTHER ACTIVITY

- **2006 Green Chemistry & Engineering Conference** – Dean Kleckner was on an agricultural panel at the conference June 26-30 in Washington, DC.
- **25 x 25 Press Conference** – Bill Horan participated at a national press conference on June 7 in Washington, DC supporting agriculture providing 25% of the nation's energy consumed by 2025.
- **American Farm Bureau Federation** – Dean Kleckner was at the annual meeting held January 7-11 in Nashville, TN.
- **BIO 2006 Food and Ag** – the TATT biotech acreage counters were on display by the "world's largest indoor corn field" in the Food and Ag pavilion at McCormick Place in Chicago April 9-12, 2006. There were over 19,000 attendees from 62 countries.
- **Bio-economy Conference** – Reg Clause presented on the topic of business development of bio-fuels at the conference held August 28-29 at Iowa State University.
- **Bio-energy Tour** - August 7-10, Bill Horan traveled with Secretary Johanns, USDA Rural Development Undersecretary Tom Dorr and others on an Iowa, South Dakota, Minnesota tour- Bio-energy as part of rural economic development structure.
- **Cellulosic Ethanol Summit** – Reg Clause participated November 15 in Washington, DC.
- **Chicago Council of Foreign Relations** – TATT was at the speech given by Secretary Johanns in Chicago on May 8, 2006.
- **Commodity Classic** – TATT exhibited at the event held March 2-4 in Anaheim.
- **Farm Foundation** – Dean Kleckner participated June 15-17 in Wichita, Kansas.
- **Farm Progress Show** – Dean Kleckner and Mary Boote attended August 29-31 in Amana, Iowa.
- **Farmer to Farmer Global Roundtable** – Inaugural event hosted by TATT and attended by international producers was held October 18 in conjunction with the World Food Prize event in Des Moines, Iowa.
- **Farmers Coop Conference** – Dean Kleckner participated October 30 to November 2 in Minneapolis, MN.
- **Focus on Farm Policy Forum** – Bill Horan presented at the forum held February 24-25 in Ames, IA, on the topic of renewable energy.
- **Ft. Madison Rotary (IA)** – Dean Kleckner spoke to the group January 17 on WTO and Ag biotechnology.
- **Grain World** – Ross Korves was on a panel at the conference on bio-fuels. The Canadian Wheat Board hosted it February 27-28 in Winnipeg, Canada.
- **IFAP (International Federation of Agricultural Producers)** – Dean Kleckner attended the event May 13-21, 2006 in Seoul, South Korea.
- **International Food & Ag Policy Committee** – Dean Kleckner attended the meeting October 27-29 in Washington, DC.
- **Kansas City Agribusiness Council** – Bill Horan gave a presentation to the group on August 25 in Kansas City, Missouri.
- **NAMA presentation** – Bill Horan presented to the group on November 14, 2006 in Kansas City, Missouri.
- **Nebraska Farm Bureau** – Ross Korves presented at the annual meeting the first week of December.
- **North American Grain Congress** – Terry Wanzek attended the event February 4-8 in San Antonio, TX.
- **Oregon Wheat Growers** – Ross Korves presented to their annual meeting December 6.
- **People's Republic of China Ministry of Agriculture Group** – Mary Boote spoke to agricultural leaders from China July 24. The group was on a tour with the Iowa Council for International Understanding learning about the US free market system in agriculture.
- **Rotary Club, Dallas Center (IA)** – Dean Kleckner spoke to the group on October 3.
- **SCORE** – Kleckner spoke to the group of retired executives on biotech, ethanol, and trade issues August 17 in Des Moines, Iowa.
- **Swiss Embassy** - Mary Boote and Dean Kleckner met with Dora Fitzler, Director of Science and Technology on June 7 regarding how technology advancement messages are best delivered to European audiences.
- **Trade mission** – Tim Burrack visited Mexico and Cuba with US Grains in January; referenced by Grainnet.com January 19 "Cuba to Import 700,000 Tons of US Corn."
- **USDA Ag Outlook Forum** – Bill Horan presented at the forum held February 16-17 in Arlington, VA. The topic: BIO farming and its impact on rural America: It's not your father's agriculture. Additionally, Reg Clause and Dean Kleckner were both at the forum.
- **Wallace's Farmer presentation** – Kleckner spoke to a group on September 1 in West Des Moines, IA.
- **World Congress on Industrial Biotechnology and Bio-processing** – Bill Horan participated in the session "America's Energy Future: Role of the Agricultural and Forestry Community" on July 14. The event was July 11-14, 2006 in Toronto, Canada.
- **World Economic Forum** – Mary Boote participated on the panel "The Future of Food: Clash of Civilizations" September 27-28 in New York, NY.