

# TRUTH ABOUT TRADE & TECHNOLOGY 2004

## Sample of Activities and Media Highlights in 2004

### 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](http://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 targeted print media.
- **Weekend Marketplace Television** <http://www.weekendmarketplace.com> - “Kleckner Commentary” is regularly shown as available. The show is syndicated nationally on over 142 stations and reaches over 100 media markets in 37 states. AgDay TV is on 180 stations, 128 media markets in 39 states.
  - **Segments aired in 2004:** 1/31 – Hawaii Biotech; 2/7 – EU biotech approval; 2/21 Mendocino County (CA) anti-biotech initiative; 2/28; 3/20 – NAFTA – Mexico/HFCS issue; 4/3 – renewable fuels, 4/17 - ; May 1 – UK biotech approval; May 15 – WTO/Cotton subsidies; 5/29 – EU labeling and traceability; 6/12 – Greenpeace/biotech beer.; 6/26 – survey; farmers trusted by 84% of people, but don’t understand biotech; 7/3 – biotech beer; 7/10 – Angola, food aid/biotech scale neutrality; 7/31 – Moroccan FTA; 8/7 – HFCS update; 8/14 – Russia and WTO; 8/21 – UN FAO report, biotech helps developing countries; 8/28 – California counties/anti-biotech initiatives “H-bomb”; 9/25 – HFCS Mexico, Dominican Republic; 10/9 – Protectionism/election-year pandering; 10/30 – California anti-biotech initiatives; 11/20 – Free Trade Agreement of the Americas; 12/11 – WTO, US, EU update.
- **Chicago Tribune** – Terry Wanzek quoted in January 25 piece “Biotech wheat pit farmer vs. farmer: The future of an industry could rest in N. Dakota...”
  - **Kansas City Star** – reprinted above piece on January 27.
  - **Billings Gazette** (MT) – reprinted on February 8.
- **Sacramento Bee** – quoted Ted Sheely in January 25 article on farm technology.
- **San Francisco Chronicle** - printed Ted Sheely’s column “Measure H and the War Against Biotech” on February 28 over Mendocino County (CA) anti-biotech initiative/ban.
- **The Heartlander** – Heartland Institute (Chicago, IL) printed in March edition, and follow-up to results in the May edition.
- **Omaha World-Herald** – printed Reg Clause’s column “Keeping Pace; US is wise to favor bioengineered crops” regarding updating biotech regulations on February 3.
- **Grand Forks Herald** (ND) – quoted Wanzek in “Nip it, nip it” on March 1; printed “Reality Check from Wheat Country on March 10 and June 7.
- **New Zealand Herald** – Bill Horan and brother Joe quoted in March 25 article “Iowa leader backs US-NZ ‘pharma-crop’ tie-in” while on a delegation with the Iowa Governor.
- **Des Moines Register** – printed Kleckner piece on Dr. Norman Borlaug’s lifetime accomplishments in April 9 edition.
- **Agriculture and Food Digest, BioScience News and Advocate** (New Zealand) – requested and printed editorial by Kleckner on April 20 – “I am a Biotech Advocate.”
- **St. Louis Post-Dispatch** – “Farmers Seek Solution to Mississippi River Congestion” on importance of the river as a trade route quoted Tim Burrack on June 26.

- **Environment & Climate News** – Heartland Institute publication is circulated to over 30,000 policy leaders. The August edition had Bill Horan’s “Biotech Opponents Win in Vermont, Target Other States” on state anti-biotech initiatives in Vermont and California.
- **American Food & Exporters Magazine** – quoted Kleckner in “Biotech Olympics” that was published in the trade group’s summer edition.
- **DTN** – October 8 article on Horan’s efforts to help develop and implement biopharming.
- **San Francisco Chronicle** – printed editorial “Culling Politics from the Food Supply” by Ted Sheely on October 28 regarding the Mendocino County anti-biotech initiative.

**Other Print & Interviews:**

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|-------------------------------------|--|
| ▪ <i>Sioux City Journal (IA)</i>    | ▪ <i>Indianapolis Star</i>                         |
| ▪ <i>Maryville Daily Forum (MO)</i> | ▪ <i>Rushford Report</i>                           |
| ▪ <i>St. Joseph News-Press (MO)</i> | ▪ <i>Sacramento Bee (CA)</i>                       |
| ▪ <i>Maui News (HI)</i>             | ▪ <i>Hoosier Farmer (IN)</i>                       |
| ▪ <i>Western Farm Press (CA)</i>    | ▪ <i>Successful Farming Magazine</i>               |
| ▪ <i>Islands Business (HI)</i>      | ▪ <i>JETRO – Japan External Trade Organization</i> |
| ▪ <i>Wisconsin Ag Connection</i>    | ▪ <i>New York Times</i>                            |
| ▪ <i>CropLife Magazine</i>          | ▪ <i>Dealer Progress Magazine</i>                  |
| ▪ <i>Wisbusiness.com (WI)</i>       | ▪ <i>Farm Futures Magazine (Canada)</i>            |
| ▪ <i>The Southern Illinoisan</i>    |  |

**Radio / Television:**

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|---|--|
| ▪ Red River Farm Radio Network (18 stations in Minnesota, North and South Dakota) | ▪ Brownfield Network (National)                                |
| ▪ Successful Farming Radio Magazine (130 stations, 19 states)                     | ▪ Severnson Radio Network (28 stations in Illinois)            |
| ▪ US Farm Report – Chicago, IL (National)   | ▪ WLDS – Jacksonville, IL                                      |
| ▪ WHO Radio – Des Moines, IA (50,000 watt)  | ▪ WNAX – Yankton, SD   |
| ▪ Arkansas Radio Network (37 stations in Arkansas, Mississippi)                   | ▪ Zimmerman Communications and Marketing                       |
| ▪ Ag Day TV / Weekend MarketPlace (National)                                      | ▪ WITY – Danville, IL  |
| ▪ WMBD-WHOW-AM – Peoria, IL   | ▪ Linder Farm Network (Minnesota)                              |
|   | ▪ WTAD-WKAN – Quincy, IL                                       |
|   | ▪ National Association of Farm Broadcasters Network (National) |
|   | ▪ WGN Radio – Chicago, IL                                      |

**SPEAKING, ORGANIZATIONAL & OTHER ACTIVITY**

- **Senior Economic Policy Analyst – Ross Korves**, former American Farm Bureau economist, joined Truth About Trade and Technology in September to produce weekly white papers on economic trade policy.
- **American Farm Bureau Federation Annual Meeting** – January 11-14 in Honolulu, HI. (Release of 2003 Int’l Service for the Acquisition of Agri-Biotech Applications report).
- **National Grains Council** – Kleckner addressed council meeting in Cancun, Mexico, February 5.
- **Spencer Ag Outlook** – (Iowa) Bill Horan spoke on future of crop production on February 18 at the center’s opening.
- **Northwest Missouri State** – Horan on “Pharming in the 21<sup>st</sup> Century: Moving Agriculture to the Frontier of Biotechnology” on February 20.
- **Commodity Classic** – TATT had an information booth at the joint convention for the National Corn Growers Association and American Soybean Association from March 2-4 in Las Vegas, NV.
- **Spring Wheat Meeting Groups** – Wanzek attended meetings week of March 15 in Washington, DC, between National Association of Wheat Growers, US Wheat Associates, and Wheat Export Trade Education Committee.

- Japanese delegation to North Dakota – Wanzek participated at informal March 26 meeting.
- **Indiana Farm Bureau** – Kleckner addressed annual meeting on March 11 in Indianapolis regarding world trade and the impact of biotechnology.
- **World Ag Forum** – Kleckner participated at the May 14-16 event with world agricultural leaders in St. Louis.
- **BIO 2004** – June 6-9 in San Francisco, CA – Dean Kleckner moderated the panel “Is Biotechnology Really Scale Neutral? – Utilization by Growers in Developing Economies.” Romania, India, Philippines, and the director of the European Union Landowners Association participated in the panel and media events.
- **Des Moines Golden Kiwanis** – Kleckner spoke July 8 over area and world trade issues.
- **Washington International Trade Association** [www.wita.org](http://www.wita.org) – Dean Kleckner attended the 10<sup>th</sup> Annual Awards Dinner July 13 in Washington, DC.
- **Commerce Department** - International Trade Association Division - Kleckner met on July 14 with Richard Chriss who was in Geneva at the CODEX meeting (biotech standards).
- **Farm Progress Show** – Kleckner conducted media interviews August 31 in Alleman, IA.
- **Harrison County Missouri Farm Bureau Annual Meeting** – Kleckner gave keynote address on September 9.
- **Winneshiek County Iowa Farm Bureau Annual Meeting** – Kleckner gave keynote address on September 13.
- **APHIS Workshop** – Bill Horan presented “Workshop on Confinement of Genetically Engineered Crops During Field Testing” on September 15.
- **Teamwork 2004** – Kleckner spoke to general session on “Domestic developments and their impact on exports” on September 15 in Denver, CO.
- **Moldova – Citizens Network for Foreign Affairs** – Kleckner was in Moldova October 2-20 working with USAID and a producer association in the country.
- **International Food & Ag Policy Committee** – Kleckner attended October 23-5 in Buenos Aires, Argentina.
- **Farm Journal Forum** – Reg Clause was at the Washington, DC, event November 11-12.
- **International Cooperative Agricultural Organization** – Reg Clause addressed the group November 30 in Bangkok, Thailand on “New Strategies for Agricultural Marketing.”
- **National Corn Growers Association Biotech Team** – Bill Horan was appointed to the group and attended meeting December 2-3.
- **Federal Reserve Bank of Kansas City** – Horan addressed on the Future of Ag in Rural America on December 13.
- **Energy Coalition** – Horan participated at meeting on December 14 over actions needed to meet goal of 25% renewable energy usage by 2025.
- **Indiana/Illinois Farm Equipment Show** – Kleckner gave keynote speech over “Global Trade and the WTO: Driving Farm Bill Issues in the US and EU” on December 15.
- **Pew Center** – Horan spoke on Identity Preservation Systems for Grain Going to Food on December 15-16.

## WEBSITE ACTIVITY

### Resourced by:

- Institute of Development Studies – University of Sussex (GBR).
- Michigan State University – National Food Safety and Toxicology Center.
- Southern Illinois University
- Markedscentret – Danish think-tank ([www.markedscentret.dk](http://www.markedscentret.dk))

### Summary of [www.truthabouttrade.org](http://www.truthabouttrade.org) activity:

- 2004: Approximately 150,000 page views / 80,000 unique visits.