

TRUTH ABOUT TRADE & TECHNOLOGY 2005

Sample of Activities and Media Highlights in 2005

Key Highlights in 2005:

- Biotech Acreage Counters – One billionth biotech acre planted and harvested
- WTO Hong Kong Ministerial NGO status
- John Rigolizzo from Berlin, NJ, joined the board. Rigolizzo is former President of the New Jersey Farm Bureau and a fifth generation producer who has attended WTO ministerial conferences and numerous international trade missions.
- Strong website growth at www.truthabouttrade.org

Coming in 2006: Pod casting on website & TATT biotech acreage counters at BIO 2006 in Chicago.

WEBSITE ACTIVITY

Statistics: The website experienced excellent growth from the previous year:

- 2004: Approximately 150,000 page views / 80,000 unique visits.
- **2005: 356,617 page views / 213,944 visits – 240% increase!**

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 US Farm Report – Town & Country Living (replacing Weekend Marketplace). 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 targeted print media.
- **US Farm Report – Town & Country Living / Weekend Marketplace Television**
“Kleckner Commentary” is regularly shown as available. The show is syndicated nationally on over 176 stations, 106+ media markets in 36 states and the District of Columbia, approximately 200,000+ households. Ag Day TV is on 182 stations, 128+ media markets in 39 states, 260,000+ households according to Nielsen ratings
 - **Segments aired in 2005:** Jan. 1-2 – Free Trade Agreements, Multi vs. Bi-lateral; Jan. 15-16 – The Vatican is a friend of biotechnology; Feb. 12-13 – Sonoma County, CA, ballot initiative; Feb 26-27 – ISAAA report, record planting for biotech crops worldwide; Feb. 24-27 – Multiple segments aired during Commodity Classic; March 12-13 – CAFTA, Dominican Republic; March 26-27 – Biotech trees; April 9-10 – Trade Promotion Authority; May 7-8 – CAFTA; May 14-15 – One billionth biotech acre planted; June 18-19 – golden rice; July 2-3 – Free Trade is fair trade; September 10-11 – Intellectual Property Rights; November 12-13 – WTO / post-CAFTA; November 19-20 – rebuttal to WTO / post-CAFTA commentary.

One billionth acre – the Chicago press conference on May 9 was used in part for a PBS feature underwritten by ASA available to all 349 stations from June 6 through the summer. Estimated it was shown 500-1500 times in 9 of the 10 largest markets with 50% of the viewings in prime-time. The following is a sample of the coverage generated from the Chicago press conference on May 9 with a conservative estimate of 16.3 million in circulation/traffic:

Associated Press
 Aberdeen News (SD)
 Afaa.com.au (Australia)
 AgriNews
 Akron Beacon Journal (OH)
 Baton Rouge Advocate
 Bennington Banner (VT)
 Billings Gazette (MT)
 Biz.yahoo.com
 Boston.com
 Brownfield Ag Network
 Business Week
 Canada Newswire
 cbs5.com (Bay Area, CA)
 Charlotte Observer (NC)
 Chinafeedonline.com
 Cropgen.org (UK)
 Fibre2fashion.com (India)
 Finanznachrichten.de (Germany)
 Emediawire
 Forbes

Fort Worth Star Telegram (TX)
 Grainnet.com
 Grand Island Independent (NE)
 Hoovers online
 Illinois Farm Radio Network
 Iowa Farm Bureau Spokesman
 Junkscience.com
 Kansas City Star (MO)
 Kyodonews.jp (Japan newswire)
 Lexington Herald-Leader (KY)
 Los Angeles Times
 Macon Telegraph (GA)
 Miami Herald
 Mongabay.com
 Monterey Herald (CA)
 Nynewday.com (NY)
 Patent Baristas (OH)
 Presseportal (Germany)
 Quad City Times (IA,IL)
 Radio Iowa
 Resource News (Canada)

Sacramento Bee
 San Francisco Chronicle
 San Jose Mercury News
 Seattle Post-Intelligencer
 Sioux Falls Argus Leader
 Southeast Farm Press
 St. Paul Pioneer Press (MN)
 Startribune.com (Minneapolis)
 Tallahassee Democrat (FL)
 USA Today
 Wall Street Journal
 Washington Post
 West Australian
 WGN – Farm Journal Electronic Media
 Wjla.com ABC7 Los Angeles
 Worcester Telegram and Gazette (MA)
 WTOP Radio (Washington, DC)
 Yahoo News

- **Associated Press** – December 13 coverage from WTO Hong Kong quoted Dean Kleckner with international coverage in publications such as **China Daily** and **MSN Money**.
- **Foreward** – Dean Kleckner was interviewed on November 14 by the steel industry trade magazine on the topic of enforcement of US trade policy.
- **Farmweek** – the Illinois Farm Bureau publication published Ross Korves' economic analysis Perspectives: U.S. WTO proposal offers real policy changes on November 7.
- **Scary Grapes** by Ted Sheely posted on October 27 covered the Sonoma County (CA) anti-biotech initiative was picked up in several places including: AgBioView; Factiva (Dow Jones); Hoover Institute – The Daily Report; EU Politics Today.
- **New Zealand** – The Rural News Group edits a number of publications targeted toward agriculture in the country. *Rural News* (circ. 85,900) printed Is the US Playing Fair? on **October 4**, and *New Zealand Dairying Today* (circ. 26,000) also printed **GM Debate Over in the US?** On October 13
- **Des Moines Register** – printed **An elusive goal: Feeding the world** by Dean Kleckner on October 11 during the World Food Prize Symposium – Dealing with the Global Nutrition Issues of Malnutrition and Obesity.
- **Waterloo-Cedar Falls Courier** – article printed October 17 “**Study Lauds Modified Crops**” quoted Dean Kleckner who was interviewed. Based on study by PG Economics in the UK.
- **Delta Farm Press** – **Report cites global benefits from move to biotech crops** article printed on October 24 referenced TATT research. Reprinted at Checkbiotech.org on October 25.
- **Iowa Farm Bureau Spokesman** – the weekly publication printed Dean Kleckner piece **A Reasonable Squabble** in the September 19 edition.
- **Food Production Daily; Food Navigator.com** – “Hormone meat trade dispute goes before WTO” on September 12 referenced information from the TATT website.
- **Diesel Progress** North American Edition – printed “At the Cutting Edge of Agriculture” on 8/1 which covered precision agriculture on Board member Ted Sheely’s farm.
- **My Favorite Things or What’s in the Biotech Pipeline?** By Dean Kleckner posted on August 11 was picked up by numerous publications, including: Checkbiotech.org; *World Perspective / Ag Perspective Report*; *The Steward* from HARTS in Hawaii; Seedquest.com; *Iowa Farmer Today*.
- **Feedstuffs** – Ross Korves’ **EU Farm Policies Are Not the Key to the WTO Negotiations** printed in the August 29 edition on the editorial page.
- **Successful Farming Magazine** – August editions included Dean Kleckner’s piece, **Protecting Intellectual Property**. **Radio** – the piece was aired on October 7 as “Tech Fee Deadbeats” over their network covering 120 stations in 18 states. PatentCafé – IPFrontline.com (60,000 visitors per month) also posted the piece.
- **Washington Post** – July 19 edition printed a letter to the editor **How CAFTA Can Help** from Dean Kleckner responding to Rep. Sander Levin’s Op-ed from July 11 on labor provisions.
- **Western Farm Press** – “SJV Precision Ag Field Day” on July 20 highlighted the upcoming event to be held July 28 on the farm of TATT Board member, Ted Sheely.
- **Omaha World-Herald** – printed Bill Horan’s “**Biodiesel refineries can boost rural areas**” July 15. Note: the article was distributed around policy-makers in Washington, including within the Executive Branch
- **Iowa Farm Bureau Spokesman** – ran **With a Little Ingenuity, Horan says “Biotech Crops can Flourish for Farmers”** on June 25. Circ 104,000.
- **Scripps-Howard News Service** – ran a piece “**Many Farmers Embracing “Frankenfoods”**” in which Dean Kleckner was quoted. A number of outlets used the piece between June 22 and 26, including:

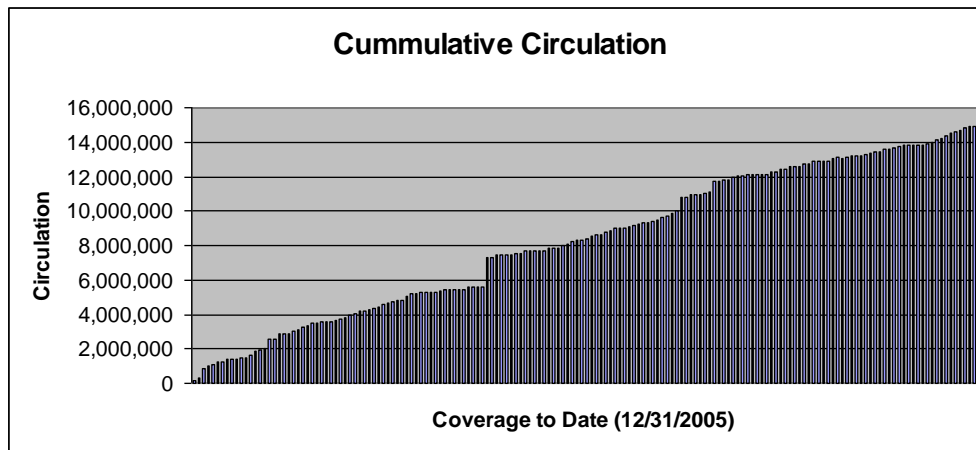
- Knoxville News-Sentinel* (TN); *Albuquerque Tribune* (NM); *Abilene Reporter-News* (TX); *Bremerton Sun* (WA); *Sitnews* (Ketchikan, AK); *Pewagbiotech.org*; *Birmingham Post-Herald* (AL).
- **Fresno Bee** (CA) – printed General Interests, not Politics, drives CAFTA by Ted Sheely on June 13.
 - **Green Bay Press-Gazette (WI)** – reprinted *Fresno Bee* piece as part of a point/counterpoint on the proposed trade agreement on July 4, circulation approximately 55,000.
 - **BusinessWeek** – article on June 2 “Betting the Farm on Free Trade” referenced Dean Kleckner’s tenure and advocating free trade as Farm Bureau President.
 - **MidAmerican Farmer Grower** – is reprinting “Sharing the Gold” by Dean Kleckner on Golden Rice. Circulation is 18,000 for the weekly trade publication.
 - **Agriculture.com (Successful Farming)** – Info Ag Celebrates 10 Years referenced John Reifsteck in story on precision agriculture usage. Circulation 22,100.
 - **The Heartland Institute** – ran Free Trade Agreement Gains Support from Agriculture and Manufacturing by Ross Korves on June 1.
 - **Des Moines Business Record** – Dean Kleckner was interviewed for a piece published in the May 1 edition, Growing a better understanding of biotech crops.
 - **Feedstuffs Magazine** – May 9 edition ran Ross Korves white-paper on biotechnology in South Africa.
 - **Omaha World-Herald** – printed Reg Clause’s “Freer Trade is Fair Trade” on April 20 as “Increased Prosperity is one free-trade plus.” Circulation 200,238
 - **Billings Gazette** – reprinted Farmers Tout Benefit of Biotech Crops by Bill Horan on May 14 that ran in *Omaha World-Herald* on April 21 originally.
 - **Grand Forks Herald** (ND) – Terry Wanzek was quoted in two pieces that ran on April 25. One, covered US Agriculture Secretary Johanns’ informal meeting with the states ag leaders.
 - **Fargo Forum** (ND) – Terry Wanzek quoted in “Biotech research growing” on April 20 that covered biotech crop development. Circulation 51,694.
 - **Washington Times** – printed on April 3 Dean Kleckner piece on Cong. Portman as the nominee for USTR, Opportunity beckons trade rep.
 - **Iowa Farm Bureau Spokesman** – printed on April 9 Tim Burrack piece “Somewhere in the world, a farmer will plant billionth acre to biotech seed this year.” Circulation 96,000.
 - **The Steward** – HARTS (Hawaiian Alliance for Responsible Technology and Science), April edition, printed Kleckner piece “Reporting the Truth.” Circulation is about 3000, primarily to public policy decision-makers in Hawaii.
 - **Barre Montpelier Times-Argus (VT)** – printed Terry Wanzek op-ed on the Vermont State Senate’s anti-biotech legislation (S.18) on March 25 as Rejecting a Bright Biotech Idea Makes No Sense.
 - **WHO Radio – Jan Mickelson Show and The Big Show** – Bill Horan and Dean Kleckner appeared on the Des Moines, IA radio talk show March 21 as an equal time segment to Jeffrey Smith’s appearance on March 14 over his book “Seeds of Deception.” Also guests on the noon ag program afterwards.
 - **Rushford Report** – Ross Korves 17 March paper “Farm Program Payments and Compliance with WTO Commitments” will appear in the April edition, as will Reg Clause’s “Where’s the Beef” from March 3. (Circulation approximately 2000; international institutions and WTO offices.)
 - **Feedstuff** – Where’s the Beef by Reg Clause was printed in the March 14 issue of the weekly newspaper for agribusiness, circulation 16,000.
 - **Fargo Forum / Associated Press** – “Biotech seed laws draw fire” by Curt Woodward on February 26 quoted Terry Wanzek (regarding N. Dakota SB 2277).
 - **Environment & Climate News** – Heartland Institute – the January 2005 edition front-page feature “Anti-Biotech Initiatives Fail in California” quotes Ted Sheely. Distribution is to over 30,000 public policy leaders.
 - **Chicago Tribune** – Dean Kleckner was interviewed by Andy Martin and quoted in the subsequent piece that was co-written with Howard Witt and printed on January 8 - “Federal Farm Disaster Aid Warps System, Critics Say.”
 - **Kansas City Star** – reprint of Chicago Tribune piece on January 14.

Other Print, Web & Interviews:

- WisconsinNewsDay.com
- Biotechnologynews.it
- Ferretnews.info
- Factiva (Dow Jones)
- Quad City Times
- Islands Business (HI)
- Mahmood.tv
- Alipac.us.com
- PRWeb.com
- WhyBiotech.com
- AgriPulse Newsletter (IL)
- Le Croix – Paris, France
- Growers for Wheat Biotechnology
- Rushford Report
- Hoover Institute
- EU Politics Today
- PatentCafé – IPFrontline.com
- Farm Futures Magazine (Canada)

Radio / Television:

- Red River Farm Radio Network (18 stations in Minnesota, North and South Dakota)
- Successful Farming Radio Magazine (130 stations, 19 states)
- US Farm Report – Chicago, IL (National)
- WHO Radio – Des Moines, IA (50,000 watt)
- Ag Day TV / Weekend MarketPlace / US Farm Report (National)
- RFD Illinois Farm Radio Network
- North Carolina Ag Network
- Ag Info Centers Network – St. Joseph, MO
- Brownfield Network (National)
- Severson Radio Network (28 stations in Illinois)
- WLDS – Jacksonville, IL
- WNAX – Yankton, SD
- WGN Radio – Chicago, IL
- KMJ – Fresno, CA (50,000 watt)
- Clear Channel Ag Network
- Radio Iowa



*Graph does not include circulations from AP distribution coverage during year of approximately 1-1.5 billion+

SPEAKING, ORGANIZATIONAL & OTHER ACTIVITY

- **WTO Hong Kong Ministerial** – TATT was granted NGO status for the December 13-18 meetings. Dean Kleckner, John Reifsteck, and Mary Boote were the delegation from TATT. A number of events and activities were attended including USTR/USDA daily Ag Trade briefings, press conferences, receptions, and conferences.
- **Farm Journal Forum** – Reg Clause attended event held December 5-6 in Washington, DC.
- **Georgetown University** – Dean Kleckner was a panelist at the event titled "The Ethics of Eating: Will Genetically Modified Food Feed the World" on October 25.
- **McCloy Fellow Tour** – Mary Boote was asked to give a presentation to a group of four Germans (2 journalists, 2 association members) hosted by the Iowa Farm Bureau.
- **WITA – WTO at 10 and the Road to Hong Kong** – Ross Korves attended the event on September 29-30 hosted by the Washington International Trade Association.
- **Canadian CropLife Conference** – Bill Horan was on a panel at the event in Niagara Falls September 20-23. The panel topic was 'Plant Biotechnology – Entering a new era after 10 years of spectacular success.
- **Dakota Fest Trade Panel** – Dean Kleckner was a panelist at the August 17 event in Mitchell, SD. Michelle Rook from WNAX Radio (570 AM) from Yankton moderated and it was broadcast live. The discussion was on "Expanding Trade Opportunities: The Way to Prosperity or Poverty for American Agriculture?"
- **Ag Policy Summit** – Reg Clause participated at the summit held July 6-8 at Iowa State University, "New Directions in Federal Farm Policy: Issues for the 2007 Farm Bill."
- **Renewable Energy Press Conference** – Bill Horan was part of a press conference on July 6 for the 25^x'25 Ag Energy Work Group supporting renewable energy, including biofuels.
- **Illinois Farm Bureau / Canadian delegation** – Ross Korves met to discuss issue points June 24-25 with a group of leaders from their office who were going on a week long market study tour. The group was also invited to a reception at the Canadian Consulate on the 24th.
- **Iowa Farm Bureau Mid-Year Leadership Conference** – Bill Horan was part of the keynote presentation featuring an exchange of information with leader of the People's Republic of China over June 16-17 in West Des Moines, IA.
- **Farm Foundation** – Dean Kleckner attended the meetings June 16-18 in Portland, OR.

- **CropLife International Annual Conference** – Dean Kleckner spoke at the event on Innovation and Intellectual Property on June 2 in Brussels, Belgium.
- **WTO Impacts on Farm Policy Conference** – Mary Boote attended the conference held June 1-3 in New Orleans, LA.
- **Billionth biotech acre Press Conference** – Dean Kleckner and Ross Korves participated at the Chicago Museum of Science and Industry with the ASA, NCGA, and NCC groups represented on Monday, May 9 – the date of the billionth biotech acre being planted.
- **“Cuban Action Day”** – Dean Kleckner attended the meeting on April 27 in Washington, DC, meant to focus awareness on the potential for moving forward with Cuban trade.
- **Lake County Indiana Farm Bureau** – On April 6 Dean Kleckner spoke to the annual meeting attended by approximately 150 people on trade and biotech issues.
- **MATRIC - The US – Saudi Relationship and Business Opportunities in the Kingdom** – Mary Boote attended the luncheon event on April 11. The speaker was the foreign affairs advisor to the Crown Prince, part of the discussion was on the importance of agriculture to the country and potentially joining the WTO.
- **Iowa Senate Testimony** – On March 23 Dean Kleckner testified that biotech and organics can co-exist in Iowa. He was requested to speak by the Iowa Seed Trade Association and Agribusiness Association, the legislation they supported subsequently passed 33-16.
- **Bill Horan – Various Speaking and Events:**
 - March 1-4 – Invited by Canadian government to work with officials to develop and design production protocols for biotech crops.
 - March 15 – presented at 2nd Generation Ag Biotech Conference hosted by NCGA Biotech Working Group in Washington, DC.
 - March 17 – attended USDA/DOE Technical Advisory Committee meeting to discuss renewable resources.
 - International Plant Made Pharmaceutical (PMP) Conference – presented during week of Feb. 7 in Montreal, Canada.
 - Biotech Risk Assessment Program (Seed Science Lab, Iowa State University) – presented at meeting on Feb. 15.
 - Iowa Corn Growers Association – presented at The Future Structure of Agriculture in Davenport, IA on Feb. 17.
 - “Minnesota Project” – Midwest Biomass to Energy Coalition – presented to the organizing board in St. Paul, MN on Feb. 18.
 - Energy Summit – presented at the National conference in Austin, TX on Feb. 22.
 - Commodity Classic – presented at event in Austin, TX Feb. 24-6.
- **Commodity Classic** – February 24-6 in Austin, TX – TATT had an exhibition booth at the joint annual convention. Dean Kleckner had opportunity to visit with **Agriculture Secretary Mike Johanns** and set up an additional meeting on April 27 in Washington, DC regarding CAFTA and other trade issues.
- **North Dakota Grain Growers Association (NDGGA)** – TATT Board member, Terry Wanzek, was elected President of the association.
- **2005 Linder Farm Network Marketing and Management Series** – Dean Kleckner was one of 3 speakers at the meetings on marketing and trade issues in agriculture. Each event had from 150 to 300 attendees and was carried live and rebroadcast over the Linder Network.
- **World Ag Expo** - Tim Burrack, Ted Sheely, Dean Kleckner, and Mary Boote all attended the Expo in Tulare, CA. Kleckner also spoke to the **Jaycee’s Outstanding Young Farmer Conference** in Modesto, CA.
- **Spain** – Ross Korves met with Alberto Rio Garcia in Madrid, Spain. He is associated with a quasi-think tank (Republican in Spain) and has written on biotech issues.
- **Biotechnology in Agriculture Conference** – “A Joint Effort of China and the US – Understanding and Enhancing Product Stewardship and Prosperity” was attended by Mary Boote at the Iowa Farm Bureau office on Feb. 1 in West Des Moines, IA.
- **WMT Radio Ag Expo** – Tim Burrack was keynote speaker at the January 12 event held at the All Iowa Fairgrounds in Cedar Rapids, Iowa.
- **American Farm Bureau Federation Annual Meeting** – Kleckner, Mary Boote, and Keith Eckel attended the meeting January 9-12 in Charlotte, NC.
- **Farm Foundation** – Dean Kleckner attended the January 6-8 event in Miami, FL.