TRUTH ABOUT TRADE & TECHNOLOGY 2007

Sample of Activities and Media Highlights in 2007

Key Highlights in 2007:

- Instrumental in advancing trade issue leading into Iowa Caucuses and 2008 presidential campaign
- Key nationally read and distributed op-eds in *New York Times / International Herald Tribune* on farm bill, and *Des Moines Register* on trade immediately prior to final Iowa Caucus debates
- Implemented and awarded the 1st Kleckner Trade and Technology Advancement Award during Global Farmer to Farmer Roundtable to Rosalie Ellasus of the Philippines.
- Continued increase in international recognition and presence

Coming in 2008:

- **TATT website redesign in March** with enhanced media center, social sharing tools, message centers, language translation, and mobile and smart phone platforms.
- **Expansion of 3rd Global Farmer to Farmer Roundtable and 2nd Kleckner Trade and Technology Advancement Award**

WEBSITE ACTIVITY - 2007

- 253,395 page views / 179,939 visits / 144,667 unique visitors in 193 countries

Blog and links – the following samples linked or posted to articles or columns from the TATT website during 2007:

- **African Agriculture** – Research collaboration to improve sweet potato in Africa
- **African Agriculture** – African farmers should participate in the gene revolution
- **Agbios** – Politically modified
- **Agroblogger** – Kleckner Speaks Out... and Gets it Wrong
- **Aged-Beef.com** – Korea close to lifting Canada beef ban
- **AgWired** – The Truth About Ethanol and Indy
- **Agriculture Industry Today** – US Farmer: GM Food Crop Pros
- **American Farmer** – Former American Farm Bureau President, calls for end to farm subsidies
- **American International Automobile Dealers Association** – Trade Dominoes
- **ANSA Africa**
- **Arizona Biotech News** – DuPont reinvests to focus on biotechnology and genetics
- **Asia Argento Posters** – Bush and Democrats in Accord on Trade Deals
- **Auto Trade** – US Trade Policy Stuck in Neutral as TPA Mandate Winds Down
AgBioView – distributed both “One in Ten Million” by John Reifsteck and “Biotech Crops Respond to Growers’ Diverse Needs” by Ross Korves on 2/7.

Ag Perspectives – Dean Kleckner’s “Fashionable Fear” on rBST milk labeling was referenced in the World Perspectives update distributed on 4/11, and in AgSymbion and distributed by AgBioView on 4/6.


Brownfield Ag Network – “International farmers want, need ag biotech” on 10/18 covered the Farmer to Farmer Global Roundtable, including interviews from a number of the participating producers, hosted by TATT during the World Food Prize in Des Moines. “Opinions on biofuels mixed at World Food Prize events” on 10/17 also mentioned the Roundtable event. Radio Iowa also used the Brownfield coverage of the Roundtable on 10/21.

Canadian Farmer Manager Newsletter / Farmcentre.com – the June/July special edition (Growing Ideas) included a focus on Bill Horan in “It’s not what you know, it’s what you grow.” Farms.com used on 9/10 as “Cancer Treatment from Plants.”

Capital Press – two articles on 1/26 quoted Ted Sheely – “Act now on water development” and “Water forecast is disconcerting; freeze has drawn on water supplies.”


Chicago Tribune – Bill Horan interviewed and mentioned in “The Corn Supremacy” on 9/9.

Dan Rather Reports – Dean Kleckner interviewed by Carolyn Cooper who was researching material for HDTV television segment on the Farm Bill which ran 11/20 (Pay Dirt: Subsidies and the American Farmer). The background interview was based on Dean’s 10/15 New York Times op-ed.

Des Moines Register – 4/10 edition included “Globalization poses challenges, but also hope for better future” by Reg Clause. Based on his recent trip to India, the piece was printed as a response to column by Reka Basu.

Des Moines Register – on 5/26 published “Indy 500 could rev up use of ethanol” by Tim Recker, guest writer.

Des Moines Register – printed “Approve Panama trade pact, modernize canal” by Tim Burrack on 6/28. A letter to the editor who was supporting Burrack’s piece was printed on 7/11.

Des Moines Register – “World Food Prize: Who’s visiting” on 10/17 profiled Rosalie Ellasus from the Philippines. She is the first winner of the Kleckner Trade and Technology Advancement Award.
Des Moines Register – 10/28 edition included a letter to the editor by Mary Boote “Maligned biotechnology is feeding the world – and its proponents’ families” in response to an article on GM food labeling.

Des Moines Register – Sunday 12/9 edition included op-ed “Candidates should cease rhetorical trade war” by Dean Kleckner. The piece lead into the final Democrat and Republican debates prior to the Iowa Caucuses sponsored by the newspaper that week. Responded to on 12/17 by a letter to the editor and online posts.

Farm Futures – interviewed Ross Korves 12/10 on trade impacts on imports, specifically fertilizer costs.

FarmPolicy.com – 1/17 update used Ross Korves’ analysis “Another Corn Trade Disagreement with Canada.”


FarmPolicy.com – 5/8 update included reference and link to Korves analysis “WTO Agricultural Trade Negotiation Chairman’s Challenge from 5/4.

FarmPolicy.com – 8/8 update “Veto Talk Continues” included background from pieces by Korves.

FarmPolicy.com – 9/3 update included references from “ASEAN Keeps Moving Toward Freer Trade” by Korves.

FarmWeek – Illinois Farm Bureau publication used “Technology Moves Food Safety Forward” by Kleckner 1/17.

FarmWeek – Illinois Farm Bureau publication used “One in 10 million – for now” by John Reifsteck on 2/7.

FarmWeek – Illinois Farm Bureau publication quoted Ross Korves in general news article “Oil industry to ag: Welcome to the energy business” on 3/1.

FarmWeek – Illinois Farm Bureau publication used Korves’ “Ag export values not competitiveness indicator” on 5/16 and “Trade under the gun” by Dean Kleckner on 4/25.

FarmWeek – Illinois Farm Bureau publication used “Canal a two-way passage for trade” by Tim Burrack on 7/4 and “A campaign question no one is asking” by Dean Kleckner on 7/11.

FarmWeek – Illinois Farm Bureau publication printed and updated version of “Trade Ties That Bind” on increasing trade with Vietnam by Bill Horan on 10/24.

Feedstuff – “Some Rush Job” by Reg Clause was in the 1/22 edition.

Financial Times (UK) – Andrew Ward interviewed on 12/31 and quoted Dean Kleckner in 1/1, 2008 article “Trade policy comes under spotlight.” The article was also posted on MSNBC.com, and MSN Money.

Fresno Bee – 10/12 article “Cotton harvest looking good” referenced Ted Sheely and the issues and future choices facing the area’s growers.

Fresno Bee – Ted Sheely was quoted in “Farming for water” which ran on 11/24.

Fort Dodge Messenger (IA) – “Some Rush Job” by Reg Clause was in the 1/19 edition.

Fort Dodge Messenger (IA) – “25 x 25 goal spreads to Washington” on 3/3 featured Bill Horan.

Hoosier Ag Today – “Are you Afraid of a Glass of Milk?” by Gary Triutt on 5/14 quoted commentaries by Dean Kleckner on rbst milk labeling.

Hoosier Ag Today – 10/7 piece “Don’t Apologize for Being an Apologist” mentioned Dean Kleckner.

Illinois Farm Bureau Radio – interviewed Dean Kleckner on 4/5 over the South Korean FTA.

Illinois Farm Bureau Radio – Kleckner did a live 20 minute interview on the statewide network 7/11 on the issue of Members of Congress pushing to revamp previously agreed to trade deals.

Illinois Farm Bureau Radio – Kleckner was interviewed on 10/11 after the GOP economic debate concerning trade and the 2008 elections.


Iowa Farmer Today – “Panama Canal expansion may lead to more trade from the gulf” by Tim Burrack 8/8.

Iowa Public Radio – interviewed Kleckner on 5/3 regarding the trade embargo with Cuba and its’ impact on trade. The interview was also used by several other state public radio entities.

Iowa Farm Bureau Spokesman – printed Kleckner’s column “The Question No One is Asking” over TPA 7/18.

Iowa Farm Bureau Spokesman – printed Kleckner’s “Free trade is essential for farmers and America” on 10/17.

Iowa State University Institute for Food Safety & Security Newsletter (IFSS) – the Summer/Fall 2007 issue included coverage of the Farmer to Farmer Global Roundtable hosted by TATT during the World Food Prize.

Jamestown Sun – Terry Wanzek was quoted in the North Dakota press 11/1 in response to former Governor Ed Schafer being nominated as US Secretary of Agriculture.

KTIV-TV Sioux City, IA (NBC) – Reg Clause quoted 5/15 “The Ethanol Boom: Corn Growers are ‘Cashing In.”


The Manila Times (Philippines) – 11/10 article mentioned Rosalie Ellasus winning the inaugural Kleckner Trade and Technology Advancement Award in “Government to provide subsidies for planting GMO corn.”

Manitoba Co-Operator – farm weekly in Canada covered Kleckner’s February speech at the Western Canadian Wheat Grower’s Conference. He was also interviewed by AdFarm Online.

National Association of Wheat Growers (NAWG) –printed ‘Strategizing Fertilizer’ by Horan in their newsletter.


Omaha World Herald – 2/5 story quoted Bill Horan, “Biopharming shifts its focus away from corn.”


Progressive Farmer – 3/15 story “A poor prognosis? Missteps with pharmacrops slow the next big wave in biotech” included background from Bill Horan.
- Philippine Daily Inquirer (Philippines) – 11/10 article “To promote bioengineered corn, DA (Department of Agriculture) puts up incentives” mentioned Rosalie Ellasus winning the inaugural Kleckner Trade and Technology Advancement Award. A similar article appeared 11/11 in the Manila Bulletin.
- Philippine Information Agency – 11/18 press release “DA assures farmers of government support” quoted Rosalie Ellasus and referenced her winning the Kleckner Trade and Technology Advancement Award.
- RFD-TV – Dean Kleckner spoke at and was interviewed by Orion Samuelson at the Outstanding Young Farmer Conference held early February in Phoenix, AZ.
- San Diego Union-Tribune (Copley News Service) - “Policy push drives call for new fuels” 1/25 quoted Horan.
- Urbana/Champaign News-Gazette – 1/13 article “Harvest, prices excite market” quoted John Reifsteck.
- Visalia Times-Delta (CA) – 3/5 article on Ted Sheely being named Cotton Council International director.
- Wall Street Journal – “Perhaps Iraq Can Prosper By ‘Peace Through Trade’” was in the 9/15 edition as a letter to the editor; based on Kleckner’s 9/14 column “Peace Through Trade.”
- Wallace’s Farmer – Burrack quoted in 6/1 article “Culver Vetoes Missouri River Management Legislation.” The story topic also appeared on Brownfield Ag News on 5/30 and Agri News 6/5.
- WHO Radio - Des Moines, IA – Reg Clause was interviewed live 11/6 on the “Big Show” over the Farm Bill.
- WNAX Radio - Yankton, SD - Dean Kleckner was interviewed 6/20 on the topic of the US block on the WTO dispute panel challenge made by Canada against US farm subsidies.
- Zimmerman Communications – “Kleckner on Biofuels was posted 3/3 – the interview done at the Commodity Classic was posted on AgWired.com and the Domestic Fuel website.

Other Print, Web, Television, and Radio Interviews:

- Africa News Network
- Ag Day TV
- AgriNews
- AgriPulse Newsletter (IL)
- AgWired.com
- Bismarck Farm & Ranch Guide (ND)
- Capital Press (OR)
- Commerce (Montreal, Canada)
- Delta Farm Press
- Farmer’s Market Today
- Feed & Grain
- Georgia Farm Bureau TV
- Grainnet.com
- Growers for Wheat Biotechnology
- KCSI TV – Jamestown, ND
- KFYR TV – Bismarck, ND
- KRVJ Ag Radio (NE, CO, KS, SD, WY)
- Lawrence Journal World (KS, World Group)
- Linder Radio Network
- MSN Money.com
- MSNBC.com
- Prairie Farmer (IL)
- The Prairie Star (MT)
- PRWeb.com
- Red River Farm Radio Network (18 stations in MN, ND, SD)
- RFD Illinois Farm Radio Network
- Rushford Report
- Seedquest.com
- Seed Today
- Severnson Radio Network (28 stations in IL)
- Southeast Farm Press
- Southwest Farm Press
- US Farm Report – Chicago, IL
- Wallace’s Farmer
- WGN Radio – Chicago, IL
- Wheat Letter (US Wheat Associates)
- WhyBiotech.com
- WITY Radio – Danville, IL
- WLDS – Jacksonville, IL
SPEAKING, ORGANIZATIONAL & OTHER ACTIVITY

- 25 x 25 National Energy Summit – Bill Horan, Dean Kleckner, and Mary Boote attended the 3/20-22 event in Washington, DC.
- “Freedom to Innovate: Biotech in Africa’s Development” – TATT helped the African Union (AU) and New Partnership for Africa’s Development (NEPAD) with the publication and distribution of their report to decision-makers in African governments and other interested parties; planned to start in January 2008.
- Ag Pro Export Show – Bill Horan gave a keynote address at the February event in Atlanta, GA.
- American Farm Bureau Federation Annual meeting – Dean Kleckner attended the annual event during January in Salt Lake City, UT.
- Australian National Farmers Federation – Kleckner met the group’s president, David Crosbie, 3/17 to discuss the WTO and other trade issues.
- Australian Soybean Industry Conference – Horan spoke to the group in March in Bundaberg, Australia.
- 4th Annual BIGMAP Symposium – Kleckner was at Iowa State's GM and ag products event 4/18.
- Commendation from the Philippines Senate – given to Rosalie Ellasus for her support of biotechnology in the Philippines, and as recognized by winning the Kleckner Trade & Technology Advancement Award in October 2007.
- Commodity Classic – TATT had a booth at the March corn, soy, and wheat convention in Tampa Bay, FL.
- Farm Foundation Conference – Mary Boote attended the event, Domestic and Trade Impacts of US Farm Policy: Future Directions and Challenges 11/15-16 in Washington, DC.
- Farm Foundation – Dean Kleckner participated at the event during June in Chapel Hill, NC.
- Farmer to Farmer Global Roundtable – October 17 event sponsored by TATT was held in conjunction with the World Food Prize in Des Moines, IA. Twenty-one producers from six continents participated at the 2nd annual roundtable discussion and associated events around the World Food Prize. The 1st annual Kleckner Trade and Technology Advancement Award was presented to Rosalie Ellasus (Philippines).
- Indiana Ag Leadership panel – Kleckner was a panelist 7/13 in New Harmony, IN.
- 3rd International Conference on Linking Markets and Farmers – Reg Clause was at the conference “Exploring Leading Practices to Foster Economic Growth in Rural India” during March in New Delhi, India.
- 2nd Annual Institute for Food Safety and Security – Kleckner participated 3/12 at Iowa State University.
- International Agrifood Marketing Association – Clause attended the event June in Parma, Italy.
- Institute of Chartered Financial Analysts of India (ICFAI) – the non-profit group in India requested to use in entirety “NAFTA at 13 – What Comes After NAFTA?” by Ross Korves in a book to be published.
- JETRO (Japan External Trade Organization) – Mr. Kuroda, special advisor to Japanese Ministry of economy, trade and industry requested a meeting to discuss trade issues with Dean Kleckner after reading his 10/15 New York Times op-ed. They met 12/13 in Des Moines.
- Michigan State University, Institute for Trade in America – Kleckner was part of a Conference panel 9/27, “America, the World’s Leader – But With Developing Problems.”
- North Central Weed Science Society, Crop Gene Flow Meeting – Bill Horan spoke at the December meeting in St. Louis, MO.
- Outstanding Young Farmer Conference – Kleckner addressed the group February in Phoenix, AZ.
- Pacific Northwest Direct Seed Association – Horan spoke to the group 1/11 in Kenniwick, WA.
- Presidential Candidate Survey on Trade – a survey was sent to all presidential candidates in July.
- Presidential Candidate Trade Issue Tracker – TATT tracked key public statements made weekly by the 2008 Presidential candidates regarding trade issues.
- Senator Tom Harkin (D-IA) – The Agricultural Committee Chairman’s office requested to talk with Dean Kleckner regarding his thoughts on the Farm Bill after his New York Times op-ed on 10/15.
- Soyas & Oilseed Summit – Ross Korves spoke at the event 11/12 in Chicago, IL.
- TATT Board Meeting – the annual Board meeting for 2007 was held 8/16-17 in Des Moines, IA.
- USDA Ag Outlook Forum – Ross Korves attended the forum 3/1-2 in Arlington, VA.
- Western Canadian Wheat Growers Association – Kleckner gave keynote 2/16 in Calgary, Canada. The group also invited Rosalie Ellasus of the Philippines, 2007 Kleckner Trade and Technology Advancement Award winner, to speak at the 2008 meeting 1/24-25 in Minneapolis, MN.
- World Ag Forum – Kleckner participated at the 5/8-10 event in St. Louis, MO.
- 2007 World Food Prize Laureate Announcement – Dean Kleckner and Mary Boote were invited to attend the announcement June 18 at the US Department of State in Washington, DC.