TRUTH ABOUT TRADE & TECHNOLOGY 2008

Sample of Activities and Media Highlights in 2008

Key Highlights in 2008:

- 2008 Kleckner Trade & Technology Advancement Award – Australian Jeff Bidstrup 2nd recipient
- Global Farmer to Farmer Roundtable (F2F) – 3rd annual event during week of World Food Prize
- Global Farmer Network – continued communication, utilization and expansion beyond the global roundtable
- White Paper – developed from Global Roundtable, expand producer leadership network and communication
- Trade Tracker – monitored and updated on key trade statements made by candidates
- Website Language Translation – has proven to expand global viewership

Coming in 2009:
- Further enhancement and utilization of improved website media center and video
- Utilization of Global Farmer Network in biotech and trade issue messaging and outreach
- Trade Fact Book; website-based consumer-friendly resource with summaries and links
- 10 Trade Facts Every American should know about trade and agriculture; website sidebar

WEBSITE ACTIVITY - 2008

- 386,471 page views / 146,621 visits / 119,615 unique visitors / 199 countries / 83 languages / 2.83 pg per visit / 1:02 avg time on site / 15.22% bounce rate / 79.81% new visitor / 20.19% returning visitor

Website redesign – more powerful platform has freshened look and expanded global outreach. While all areas outside North America grew, Central and South American viewership expanded significantly in 2008 with noticeable upticks in Africa, Europe and Asia (see maps).
- Translation – website can be read in several languages, including Arabic, Chinese, and Spanish.
- Mobile website – specifically designed for better utilization on mobile and smart-phone platforms.
- Trade Issues and the 2008 Election – website section included public statements and quotes made by the major candidates on trade issues.
- Biotech Acreage Counters – TATT’s unique planting and harvesting counters on the website continued to be maintained and recalibrated reflecting the continued growth in biotech crops.
MEDIA ACTIVITY

The TATT weekly column is also posted to AgWeb.com, part of the Farm Journal Media family with over 125,000 registered users. Farms.com with over 20,000 registered users also regularly posts the articles as does the Copenhagen Institute, a free-market think-tank in Denmark. A number of groups such as Checkbiotech.org, AgBioWorld and AGBIOS in Canada often link. Trade Policy Analyst Ross Korves’ weekly economic analyses are often utilized by a number of groups as well. Podcast are available through the TATT website and iTunes.

- AgriNews – Tim Burrack referenced Iowa’s farmers are leaders in the national corn industry on 10/7.
- AgWire – Truth About Trade and Technology Global Roundtable posted on 10/19 featured audio interviews with Dean Kleckner and Oliver Ransmann, from Germany (2008 F2F). Others who carried the audio included: Modesto Bee (CA), the MetroWest Daily News (MA), the El Paso Times, MyFox.Milwaukee.com; The State Journal-Register in Springfield, IL.
- Australian Broadcasting Corp – Maree McKay (2007 F2F) had piece A bright GM farming future published on the ABC online forum Unleashed 6/30. Her husband, Wayne, also quoted on ABC Rural 7/3 in GM canola crops up and growing.
- Australian Broadcasting Corp (ABC Online Rural) – US award for Queensland GM grower on 10/27.
- Australian GM farmer wins prestigious US award - sample coverage of Jeff Bidstrup, 2008 Kleckner Award: The Land; Farm Weekly; Queensland Country Life; Stock & Land; Stock Journal; North Queensland Register; GMO Pundit a.k.a David Tribe; Checkbiotech.org.
- Biotech Brasil - The Farmers Choice by Reg Clause on 2/22.
- Bismarck Tribune (AP) – Terry Wanzenk quoted 5/2 in States seeking more say in regulating pesticides.
- BusinessWeek – John Reifsteck quoted in 5/1 edition of the magazine Is Ethanol Getting a Bum Rap?
- COPAL COCOA Info – the Weekly Newsletter of the Cocoa Producers’ Alliance (August 4-8 edition) from Lagos, Nigeria included Bill Horan’s Sweet Motivation column.
- Corn Commentary - posted European Biotech Resistance and audio interview on 10/20 featuring Oliver Ransmann from Germany (2008 F2F)
- Des Moines Register – Democrats’ NAFTA bashing hurts U.S. interests on 3/14 by Dean Kleckner.
- Des Moines Register – Approve Colombia pact: it makes economic sense by Mary Boote on 7/18. The link was also posted to iowaPolitics.com on 7/18.
- DTN – 7/3 article G8 Summit to Address Biotech interviewed and quoted Ross Korves.
- Farm Press – article on 3/14 Cotton Incorporated and Cotton Board elect new chairman on TATT board member Ted Sheely being elected to 2-year term as chairman of Cotton Incorporated.
- Farm Press – 12/15 article WTO leaders postpone Doha ministerial used Ross Korves’ analysis.
- Farm Press – Sustainability makes sense throughout cotton industry on 2/11 quoted Ted Sheely.
- FarmPolicy.com – 12/8 used Ross Korves’ US Cotton Again at the Center of WTO Doha Round Talks.
- FarmPolicy.com – 2/17 used Korves’ WTO Doha Talks Drag On While Markets Encourage Change.
- FarmWeek – Illinois Farm Bureau used An inconvenient truth (Colombia FTA) by Mary Boote 7/23.
- FarmWeek – 1/16 John Rigolizzo’s TPA truce needed and Ross Korves was quoted in Some protest as final tariffs expire under NAFTA.
- Financial Times (UK) – Failure on GM crops could ruin livestock industry, EU farmers warn on 2/19 quoted David Hill, United Kingdom (2007 F2F).
- Financial Times (UK) – Dean Kleckner in 1/1 article Trade policy comes under spotlight, the story was also posted on MSNBC.com and MSN Money.
- Financial Times (UK) – Ross Korves quoted in the Clive Cookson 7/10 article A time to sow?
- Fresno Bee – 3/28 article Planning for the worst – Valley farmers brace for rationing water, sharing with neighbors quoted Ted Sheely. He was also quoted in 4/11 article Cotton slump.
- Hindustan Times (India) – Cotton On To the Biotech Revolution on 10/10 included Rosalie Ellasus (2007 Kleckner Award). Yahoo News India also posted the story.
Other Print, Web, Television, and Radio Interviews

- Agriculture Online
- AgriNews
- AgSouth
- American Recycler
- Arkansas Radio Network
- Capital Press (OR)
- East Oregonian
- Ethanol Producer Magazine
- Farm Futures
- Farm Online
- Farm Progress
- Farm & Ranch Guide
- Farm Weekly (Australia)
- Gannett News
- Georgia Agribusiness Council
- Growers for Wheat Biotechnology
- Hoosier Ag Today
- Idaho barley News Brief
- Idaho Wheat Commission
- Illinois Farm Bureau Radio
- Iowa Farmer Today
- James Farm
- Jamestown Sun (ND)
- Kansas Farm Life
- Kentucky AGNET
- KDHL Radio – Fairbault, MN
- Missouri Corn Growers Association
- National Corn Growers Association
- New York Times (Burrack quote)
- Northwest Grain Growers
- Partners (IL Farm Bureau)
- Prairie Farmer (IL)
- Red River Farm Radio Network (18 stations in MN, ND, SD)
- RFD Illinois Farm Radio Network
- Seed Today
- Seeking Alpha
- Stock & Land (Australia)
- Successful Farming
- Tri-State Neighbor (Lee Agri-Media)
- USDA Media
- US Grains Council Daily News
- WLDS Radio – Jacksonville, IL
- Zimmerman Communications
Philippines Information Agency – OFW Lady Turns Biotech Corn Farmer (Ellasus)
Pickens Plan – Fla., US Sugar announce $1.7B Everglades land deal (article link)
Plant Biotech Blog – Why Indian farmers lust after genetically modified eggplant (article link)
Pork Magazine – New Studies Raise Corn Ethanol Debates (Nov 4 – Korves)
Portal do Agronegocio – A time to sow? (Korves quoted)
Precision Pays – Truth About Precision Technology Global Roundtable (Kleckner interview, audio)
Producers Forum (Australia)
Quad City Times - Biodiesel producers relying on European market (Horan)
Rodale Institute – GM crops seen as answer to food crisis (article link)
Science & Technology News – Hunger in Africa blamed on western rejection of GM food (article link)
SEARCA – OFW Lady Turns Biotech Corn Farmer (Ellasus)
SeedQuest – ISAA report (Ellasus)
SeedStory – Beet Industry Responses to RoundUp Ready Sugar beet Suit (blog link)
Siemens Says – Send in the Clones (Clause column)
Sing Tao Daily (Chinese) – Trade protectionism is a serious blow to their exports (website referenced, translated)
Singapore News Alternative – Singapore to Let Importers of Rice Add to Stockpiles (article link)
Socially Responsible Investing Tips – How Can Investors Help the Hungry? (article link)
South African Animals – The Fight to Feed Africa (article link)
StormWire – US corn crop riding uncertain course (Burrack quote)
StreetIQ.com – Truth About Trade and Technology Global Roundtable (AgWired Podcast feed)
Sun Union, Korea - USDA won't renegotiate South Korean beef deal (article link)
Tendances Halal – Brazilian beef clan goes global as troubles hit market (article link)
Terra Santa Insumos Agrícolas – (Korves quote)
The Biotech Advantage – USDA's New Corn Crop Insurance Discount Makes Sense (Reifsteck column)
The Daily Pol – GMO crops may just prove an impossibility to resist (article link)
The Daily: The Road to CWB2 – Int'l farmers to discuss strategy for increasing crop yields (article link)
The Farmer's Exchange – Presidential Candidates Should Cease Rhetorical Trade War (Kleckner column)
The Green Files – Mexico Allowing GMO Crops to be Planted (article link)
The National Agribusiness Technology Center – Exporters target Cuban embargo (article link)
The North American Institute – Official: Mexico open to new NAFTA talks (article link)
ThePigSite.com – Free trade helps US producers and Chinese consumers (Korves)
ThePoultrySite.com – Delay in GM Approval Costing Irish Poultry (article link)
Top News Cast – Colombia – Free trade with Colombia (article link)
Truck.Net – Mexican trucks to keep rolling in US (article link)
Twitter / AgWired – Truth About Trade and Technology Global Roundtable
U. of Minnesota News Service – Reform needed in US agricultural trade policy: panel (article link)
UC Berkeley News – Obama’s transition team raises hopes for developing world science (article link)
UN ESCAP E-Tisnet Monthly News – (article link)
US Chamber of Commerce US-Korea FTA Business Coalition – Drive a ‘Steak Through the Heart of Protectionism (Keiser column)
US Grains Council – Mexicans want NAFTA to stay (Korves)
US Wheat Associates – Colombian Progress Demands Attention (Boote article link)
USAgrNet – Customer service not neglected in top US export market (Burrack travel in Asia)
USGC Global Update Oct 2 – Iowa farmer sees overseas market development first hand, first time (Burrack quoted)
Virginia Bioscience Blog – BIO News – Brasher: Obama, like Bush, may be ag biotech ally (article link)
Whole Food Lifestyle – Organic Original (Kleckner column)
WhyBiotech.com – A time to sow? (Korves quoted)
Wisconsin’s Bio Energy Forum – Infrastructure upgrades vital to Iowa’s economic future (article link)
World Agriculture News – US agricultural trade with financial markets in turmoil (Korves column)
Yeast-Enzyme – Beaker Fuel (article link)
YehoY News – Yellow corn growers ask for price increase (Rosalie Ellasus quoted)
Zogby International – Obama and Clinton bash NAFTA as they fight for nomination (article link)
**SPEAKING, ORGANIZATIONAL & OTHER ACTIVITY**

- **2008 Kleckner Trade & Technology Advancement Award** – Australian Jeff Bidstrup is the recipient of the 2008 award. He follows inaugural winner Rosalie Ellasus of the Philippines. Bidstrup, the national purveyor of the Producers Forum in Australia, has been a strong proponent for the choice of using biotech products in his nation. The Minister Counselor (Agriculture) at the Embassy of Australia in Washington, DC contacted TATT acknowledging their interest.

- **African Union (AU) and New Partnership for Africa’s Development (NEPAD)** – TATT helped the group with the publication and distribution of their report “Freedom to Innovate: Biotech in Africa’s Development” to decision-makers in African governments and other interested parties.

- **Agriculture Future of America** – Dean Kleckner spoke 11/6 in Kansas City, MO to nearly 470 collegians. The theme was “I Define Agriculture” and the session was focused on the challenges associated with globalization and career opportunities for young people in agriculture.

- **5th Annual BIGMAP Symposium** – Mary Boote attended 4/23 at Iowa State University.

- **BIO 2008** – Mary Boote attended the Biotechnology Industry Organization event June 17-20 in San Diego, CA.

- **Canadian Federation of Agriculture** – Ross Korves spoke 8/1 on a panel “Biotechnology, Biofuels and the Food Crisis: The Full Story” at the group’s Semi Annual 2008 Meeting in Moncton, New Brunswick.

- **CBI Experts List** – Dean Kleckner and Ross Korves were added to the Council for Biotech’s list.

- **Cengage Learning** – including a Ross Korves analysis “Agricultural Trade with Cuba in the Post-Castro Era” (12/22/2006) in an educational reference work - *At Issue: The U.S. Policy on Cuba*.

- **Commodity Classic** – TATT had an exhibition booth at the joint annual convention of the American corn, soy and wheat growers (NCGA, ASA, NAWG) February 28-March 1 in Nashville, TN.

- **Editorial Board Meeting** – Ross Korves and Dean Kleckner participated on the CBI editorial meeting with the Chicago Tribune on 5/27.

- **Farmers Cooperative Conference** – Mary Boote attended 11th annual event 11/18 in Saint Paul, MN.

- **Farm Foundation**. 2nd generation of crop biotechnology: Opportunities and challenges for the food system – Mary Boote and Bill Horan attended the event January 16-17, 2008 in Washington, DC.

- **Farm Journal / Farm Foundation Food and Ag Policy Summit** – Mary Boote attended the event December 2-4 in Washington, DC.

- **French Maize Society and the French Minister of Agriculture** – Australian Jeff Bidstrup, Producers Forum (2008 Kleckner Award) sent a letter citing the Australian experience and support for science-based policy on GM crops in response to the French government ban on GM maize.

- **Global Farmer to Farmer Roundtable** - the 3rd annual event hosted by TATT was held the week of the World Food Prize in Des Moines, Iowa, October 14-17. Dr. Robert Thompson, Gardner Chair of Agriculture at the University of Illinois facilitated the panel and WFP laureate Dr. Pedro Sanchez also moderated part of the discussion. Twenty farmers from 19 countries and 6 continents participated.

- **Idaho / Oregon Grain Growers Assoc. Annual Meeting** – Ross Korves was the keynote speaker for the group on 12/12 in Coeur d’Alene, ID.

- **Illinois Farm Bureau Commodities Conference** – Ross Korves spoke to the group 7/30 in Springfield, IL.

- **Institute for Food Safety & Security (IFSS); Listening Session Summit** – Dean Kleckner attended the event 2/12 at Iowa State University.

- **Instituto de Estudios Superiores de Monterrey (ITESM)** - one of Mexico’s leading universities organized the forum March 11-12 in Mexico City “Present and Future of Mexican Agriculture: A Competitive Vision”. Rosalie Ellasus of the Philippines, 2007 Kleckner Trade and Technology Advancement Award winner spoke as did Jose Manuel Pomar of Spain, 2006 Global Roundtable participant.

- **Instituto Nacional de Investigación Agraria (INIA)** – three Peruvian scientists met with officials in the Philippines September 22-26 to gain information and insights on the country’s biotechnology, biosafety, and advocacy initiatives. Rosalie Ellasus (2007 Kleckner Award) made a presentation to them on 9/25. The visit was part of the APEC High Level Policy Dialogue’s recommendation to pursue knowledge sharing initiatives among member-countries.

- **International Biomass ’08 Conference & Trade Show** – Ross Korves attended April 15-17 in Minneapolis, MN.

- **International Federation of Agricultural Producers (IFAP)** – Dean Kleckner attended the meeting June 2-8 in Warsaw, Poland.

- **International Seminar on Agricultural Biotechnology** – Rosalie Ellasus from the Philippines (2007 Kleckner Award) spoke 7/29 in Medan, Indonesia. The event theme was “The Prospect and the Role of Agricultural Biotechnology for Community Welfare in Indonesia”.

- **Iowa Agricultural Export Partnership** – Mary Boote was asked to serve on the group, an advisory committee created to strengthen communications and collaborative efforts with all Iowa groups or businesses working on international agricultural trade activities and issues.

- **Kansas City Agribusiness Council** – Mary Boote presented “NAFTA at 15” to the group on 1/10.
- **Michigan Farm Bureau Council of Presidents Conference** – Ross Korves addressed the group on 1/31.
- **New TATT Board Member** – Carol Keiser-Long of Belleair, FL and Munster, IN has joined the TATT Board of Directors. She is president of C-BAR Cattle Company, Inc. and C-ARC Enterprises, Inc., and has been active in a number of groups and committees at the state and national levels.
- **Ohio Agri-Business Association** – Ross Korves spoke to the group on 8/13 in Waldo, OH.
- **Organization of Young Farmers** – Kleckner attended January 31-February 2 in Madison, WI.
- **Renewable Fuels Summit, 2nd Annual** – Mary Boote was at the nationally attended event in Des Moines on 1/31 sponsored by the State of Iowa.
- **TATT Bi-Annual Board Meeting** – held February 27-28 prior to the Commodity Classic in Nashville, TN.
- **TATT Board Annual Meeting** – the TATT board of directors met August 14-15 in Des Moines, IA.
- **Trade Issue Tracker** – TATT tracked public statements made by the 2008 Presidential candidates on trade issues.
- **United Soybean Board (USB)** - Rosalie Ellasus (2007 Kleckner Award) was interviewed for a study on behalf of the USB examining the acceptance of ag biotech in the main markets for US soybeans. Ellasus was chosen since she has expertise on the use and acceptance of biotech crops in the Philippines.
- **USDA Agricultural Outlook Conference**, **Energizing Rural America in the Global Marketplace** – Ross Korves, Reg Clause, and John Reifsteck all attended February 21-22 in Arlington, VA.
- **USTR Chicago Breakfast Group Meeting** – Ross Korves attended 2/19 in Chicago and had one-on-one discussion time with USTR Susan Schwab, who acknowledged she was familiar with TATT.
- **Western Canadian Wheat Growers Association** – Rosalie Ellasus of the Philippines (2007 Kleckner Award) spoke at the annual meeting January 24-25 in Minneapolis, MN.
- **World Food Prize Borlaug International Symposium** – TATT Global Roundtable attendee Jim McCarthy (Ireland) participated on the panel “Trends and Impacts of Rising Agricultural Production Costs and Rising Food Prices” on 10/16. TATT participants from Canada and Colombia asked questions during the panel.