



National Association of Farm Broadcasting

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Issues Forum Guide

2014

**AN OVERVIEW OF ISSUES FORUM COMPANIES,
THEIR SPOKESPERSONS AND INTERVIEW TOPICS**

SPONSORED BY:



ORGANIZATION: AGree - Transforming Food and Ag Policy

SPOKESPERSONS:

Dan Glickman, Co-Chair

Jim Moseley, Co-Chair

Steven Cohen, Communications Director

TOPICS:

- AGree is a multi-year collaborative initiative that seeks to transform U.S. policy affecting the food and agriculture system at home and abroad to meet the challenges of the future. AGree is working toward announcing consensus recommendation on the following Initiatives.
- Achieving Productivity, Profitability, and Environmental Outcomes
- Immigration Reform
- Building a New Food Systems Focused International Development Program
- Improving Community Health through Food

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ORGANIZATION: United Soybean Board/Soy Checkoff

SPOKESPERSON:

Jim Call, Chairman

TOPICS:

- How checkoff investments help build demand and preference for U.S. soy globally.

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ORGANIZATION: U.S. Wheat Industry

SPOKESPERSON(S):

Jim Palmer, CEO, NAWG

Brooke Shupe, Director of Government Affairs for Risk Management, NAWG

Keira Franz, Environmental Policy Advisory, NAWG

Will Stafford, Director of Government Affairs for Trade, Transportation and Commodity Markets, NAWG

Shannon Schlecht, Vice President of Policy, USW

Tyler Jameson, Assistant Director of Policy, USW

TOPICS:

- Farm bill implementation
- Trans Promotion Authority
- Trans-Pacific Partnership (TPP) and Japan
- Transatlantic Trade and Investment Partnership (TTIP)
- HRW Sales and TRQ Issues with Brazil
- Effect of Ukraine Disruptions on World Wheat Supply

NAWG Media Contact: Kayla Bullerman, Marketing Coordinator

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ORGANIZATION: American Farm Bureau Federation

SPOKESPERSON:

Don Parrish, Senior Director, Regulatory Relations

TOPIC:

- Waters of the US

SPOKESPERSON:

Matt Erickson, Economist

TOPIC:

- Big Data

Media Contact: Will Rodger

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ORGANIZATION: American Seed Trade Association

SPOKESPERSON(S):

Andy LaVigne, President & CEO

Janice Walters, Director of Communications

TOPICS:

- Seed Treatments
- Importance of Protecting Intellectual Property

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ORGANIZATION: American Soybean Association

SPOKESPERSON(S):

Ray Gaesser, President

Danny Murphy, Chairman

Patrick Delaney, Communications Director

TOPICS:

- Acreage and 2014 Planting
- Aquaculture
- Biobased Products
- Biodiesel and Renewable Fuels
- Biotechnology and GMOs
- Data and Technology on the Farm
- Farm Policy and Farm Bill Implementation
- Regulations and Freedom to Farm;
- Soyfoods and Trans Fats
- Sustainability and Conservation
- Trade
- Transportation and Infrastructure.

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ORGANIZATION: U.S. Grains Council

SPOKESPERSON(S):

Tom Sleight, U.S. Grains Council

Marri Carrow, U.S. Grains Council

TOPICS:

- Partnerships for Growth: T-TIP & TPP
- Unrest in Ukraine: Potential Impacts on Global Grain Trade
- Ethanol Exports: Laying the Foundation for Future Demand
- Corn Trade in China
- Latin America, Your Southern Markets

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ORGANIZATION: Renewable Fuels Association

SPOKESPERSON(S):

Bob Dinneen, President & CEO
Dawn Moore, Communications Director

TOPICS:

- Renewable Fuels Standard (RFS)
- EPA's 2014 RVO Proposal
- Blend Wall
- Trade and Import/Export issues
- Blender Pumps and E85

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ORGANIZATION: The Fertilizer Institute

SPOKESPERSON(S):

Kathy Mathers, Vice President of Public Affairs
Laura Kubitz, Manager of Public Affairs

TOPICS:

- Safety and Security in the Wake of West, Texas
- Demonstrating responsibility and accountability through the formation of ResponsibleAg

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ORGANIZATION: American Sugar Alliance

SPOKESPERSON(S):

Phillip Hayes, Director of Communications

TOPICS:

- Farm Bill
- Trade with Mexico
- Current Market Conditions

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ORGANIZATION: Corn Refiners Association

SPOKESPERSON(S):

John W. Bode, President & CEO
David Knowles, Director of Communications

TOPICS:

- Biotechnology
- Educational campaign on high fructose corn syrup and sweeteners
- International trade issues
- Country of Origin Labeling (COOL)

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ORGANIZATION: CropLife America

SPOKESPERSON(S):

Kellie Bray, Senior Director of Government Affairs

Mary Emma Young, Director of Communications & Marketing

TOPICS:

- Pollinator Health

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ORGANIZATION: Growth Energy

SPOKESPERSON(S):

Tom Buis, CEO

Michael Frohlich, Director of Communications

TOPICS:

- RFS
- E15 and Higher Blends
- The need to build out infrastructure so consumers can access to higher blends on a commercial scale (choice and savings from higher blends)
- Cellulosic and next generation advanced biofuels
- 2014 RFS RVO proposal.

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ORGANIZATION: National Pork Producers Council

SPOKESPERSON:

Chris Wall, Asst. VP, Government Relations

TOPICS:

- Farm Bill
- Ag Appropriations
- PEDV

SPOKESPERSON:

Michael Formica, Chief Environmental Counsel

TOPICS:

- EPA “Waters of the United States” Rule
- RFS

SPOKESPERSON:

Dave Warner, Director of Communications

TOPICS:

- TPP
- U.S.-EU FTA
- Exports

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ORGANIZATION: National Farmers Union

SPOKESPERSON(S):

Roger Johnson, President

TOPICS:

- Country-of-Origin Labeling
- EPA's proposed Renewable Fuel Standard targets
- Rail service delays and the Surface Transportation Board
- Implementation of the 2014 Farm Bill
- EPA's proposed rule on the definition of "waters of the United States" under the Clean Water Act

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ORGANIZATION: National Milk Producers Federation

SPOKESPERSON(S):

Jim Mulhern, President & CEO

Christopher Galen, Senior Vice President

TOPICS:

- Status of implementation of new dairy program in farm bill
- Record high milk prices, impact on farmers and consumers
- Regulation of raw milk at state level; is the tide turning against expanded sales of raw milk?
- Efforts to promote dairy foods using REAL Seal program

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ORGANIZATION: National Biodiesel Board

SPOKESPERSON:

Anne Steckel, Vice President of Federal Affairs

TOPICS:

- The U.S. biodiesel industry had a record year in 2013, with nearly 1.8 billion gallons of production. But the industry is facing severe headwinds as a result of two major policy setbacks in Washington. First, the Administration has proposed a significant cut in volumes under the Renewable Fuel Standard from the 2013 production level of nearly 1.8 billion gallons. Additionally, Congress – for the third time in five years – has allowed the biodiesel tax incentive to expire. These policy decisions threaten to devastate an industry that has only recently built momentum with three consecutive years of consistent production.

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ORGANIZATION: National Cattlemen's Beef Association

SPOKESPERSON:

Colin Woodall, VP Government Affairs

TOPICS:

- Trade
- 2015 Dietary Guidelines for Americans

SPOKESPERSON:

Ashley McDonald, Environmental Counsel

TOPIC:

- EPA Waters of the United States Proposed Rule

SPOKESPERSON:

Dustin Van Liew, Executive Director Public Lands Council

TOPIC:

- Grazing Improvement Act

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ORGANIZATION: National Corn Growers Association

SPOKESPERSON(S):

Jon Doggett, Vice President of Public Policy

Beth Elliott, Director of Public Policy

Zach Kinne, Director of Public Policy

Ethan Mathews, Director of Public Policy

TOPICS:

- Ethanol and the Renewable Fuel Standard
- Federal GMO Labeling Legislation
- Farm Bill Implementation

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ORGANIZATION: National Council of Farmer Cooperatives

SPOKESPERSON(S):

Chuck Conner, President & CEO

Justin Darisse, Vice President of Communications

Kathleen Johnson, Director of Government Affairs

Lisa Kelley, Vice President of Government Affairs

Becca Stephen, Communications Manager

TOPICS:

- Immigration
- GMO Labeling Bill
- Tax Reform
- Regulatory Issues

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