



National Association of Farm Broadcasting

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Issues Forum Guide 2015

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

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ORGANIZATION: Agricultural Retailers Association

SPOKESPERSON:

Daren Coppock, ARA President and CEO

TOPICS:

- NPDES Permitting Fix
- Surface Transportation Board Reauthorization Act
- Federal GMO Labeling Standard
- ResponsibleAg

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ORGANIZATION: American Farm Bureau Federation

SPOKESPERSONS:

Bob Stallman, President

Dale Moore, Executive Director of Public Policy

TOPICS:

- Waters of the US Rule
- Immigration
- Biotechnology (GMO Labeling, etc)

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ORGANIZATION: United Soybean Board/Soy Checkoff

SPOKESPERSONS:

Bob Haselwood, USB Chairman

and soybean farmer from Berryton, Kansas

Peter Liebhold, Curator of Agriculture, Smithsonian's National
Museum of American History

TOPICS:

- Through numerous partnerships the soy checkoff works to tell farmers' stories to consumers, customers and others. Learn about these programs, including USB's sponsorship of the upcoming American Enterprise exhibit at the National Museum of American History.

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**ORGANIZATION: U.S. Wheat Industry, National Association of
Wheat Growers and U.S. Wheat Associates**

SPOKESPERSONS:

Brett Blankenship, President, NAWG

Josh Tonsager, Legislative Director, NAWG

Keira Franz, Environmental Policy Advisor, NAWG

Dalton Henry, Director of Policy, USW

TOPICS:

- Farm Bill Implementation
- Trade Promotion Authority
- Trans-Pacific Partnership (TPP) and Japan
- Transatlantic Trade and Investment Partnership (TTIP)
- Budget/Appropriations
- Waters of the U.S.
- Ending the Cuban Embargo
- How Domestic Support Violations by Developing Countries
Disrupt Trade

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ORGANIZATION: American Seed Trade Association

SPOKESPERSONS:

Andy LaVigne, President and CEO

Jane DeMarchi, Vice President of Government and Regulatory Affairs

Janice Walters, Director of Communications

TOPICS:

- ASTA's Communications and Advocacy Project
- Innovation in Plant Breeding
- White House Pollinator Initiative
- Importance of Trade to the Global Seed Industry

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ORGANIZATION: American Soybean Association

SPOKESPERSONS:

Wade Cowan, President

Richard Wilkins, First Vice President

Patrick Delaney, Policy Communications Director

TOPICS:

- Biotechnology Approvals
- GMO Labeling
- Neonicotinoids and Pollinator Health
- Precision Agricultural Technology
- Regulations and Air and Water Quality
- RFS and Biodiesel Tax Policy
- Trade Agreements, Cuban Trade Expansion and Trade Promotion Authority
- Transportation and Infrastructure

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ORGANIZATION: American Sugar Alliance

SPOKESPERSON:

Phillip Hayes, Director of Communications

TOPICS:

- US sugar policy
- Global sugar market
- Foreign sugar subsidies

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ORGANIZATION: The Fertilizer Institute

SPOKESPERSONS:

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: U.S. Grains Council

SPOKESPERSONS:

Tom Sleight, President and CEO

Melissa Kessler, Director of Communications

Katelyn Parsons, Manager of Communications

TOPICS:

- Resurgence in exports in the 2013/2014 crop year
- The importance of trade policy – TPA, TPP, T-TIP
- Ethanol Export initiatives, in partnership with RFA and Growth Energy

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ORGANIZATION: National Sorghum Producers

SPOKESPERSONS:

J.B. Stewart, Chairman

Jennifer Blackburn, External Affairs Director

TOPICS:

- Acreage and 2014 Planting
- Exports/ Demand/New Crop Bids
- Trade
- Farm Bill Implementation
- Sorghum Priorities at EPA

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ORGANIZATION: Renewable Fuels Association

SPOKESPERSONS:

Bob Dinneen, President and CEO

Dawn Moore, Communications Director

TOPICS:

- Renewable Fuel Standard and EPA's Renewable Volume Obligations
- Export efforts—ethanol and DDGS
- E15 and the expansion of higher-level ethanol blends
- Cellulosic ethanol

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ORGANIZATION: Corn Refiners Association

SPOKESPERSONS:

John W. Bode, President and CEO

Andy Resnick, Director Public Affairs

TOPICS:

- Biotech Food Labeling
- Dietary Guidelines
- Country of Origin Labeling -- COOL
- Trade

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ORGANIZATION: CroPLife America

SPOKESPERSONS:

Jay Vroom, President and CEO

Mary Emma Young, Director of Communications and Marketing

TOPICS:

- Pollinator Health
- Latest Issues in the Crop Protection Industry

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ORGANIZATION: Growth Energy

SPOKESPERSONS:

Michael Frohlich, Director of Communications

Tom Buis, CEO

TOPICS:

- Expansion and Adoption of E15
- The Renewable Fuel Standard and Congressional Oversight
- The RFS Renewable Volume Obligations
- Expanding the marketplace through exports—ethanol and distillers grains
- Mitigating climate change through the use of biofuels
- The growth of next generation fuels, such as cellulosic ethanol

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ORGANIZATION: National Pork Producers Council

SPOKESPERSON:

Dave Warner, Director of Communications

TOPIC:

- Mandatory Price Reporting Reauthorization

SPOKESPERSON:

Nick Giordano, Vice President and Counsel for International Affairs

TOPICS:

- Trade Promotion Authority
- Trans-Pacific Partnership
- Country-of-Origin Labeling
- South Africa
- Generalized System of Preferences

SPOKESPERSON:

Michael Formica, Chief Environmental Counsel

TOPICS:

- “Waters of the United States” Rule
- Water Quality Standards
- Environmental Litigation
- Air Emissions (“Dust” Rule)

SPOKESPERSON:

Dr. Liz Wagstrom, Chief Veterinarian

TOPICS:

- Antibiotics Use
- FDA Guidance 213

SPOKESPERSON:

Dr. Dan Kovich, Assistant Director of Science and Technology

TOPIC:

- 2015 Dietary Guidelines for Americans

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ORGANIZATION: National Council of Farmer Cooperatives

SPOKESPERSONS:

Chuck Conner, President and 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
- Trade
- Regulatory Issues

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ORGANIZATION: National Farmers Union

SPOKESPERSON(S):

Chandler Goule, Senior Vice President of Programs

TOPICS:

- Country-of-Origin Labeling
- Trade—Trans-Pacific Partnership (TTP)
- Trade Promotion Authority (TPA)
- Renewable Fuel Standard

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ORGANIZATION: National Biodiesel Board

SPOKESPERSON:

Anne Steckel, Vice President of Federal Affairs

TOPICS:

- RFS: The EPA recently announced that it will finalize biodiesel volumes under the RFS through 2017 by June 1. The biodiesel industry is urging the Administration to propose strong growth in the biodiesel sector, beginning with a baseline of 1.7 billion gallons for 2014, which is consistent with actual production for that year. Biodiesel is the first and only EPA-designated Advanced Biofuel under the RFS to reach commercial-scale production nationwide. Yet the EPA's delays in implementing the RFS have severely destabilized the industry, forcing dozens of producers to idle production or shut down. (Under the law, annual biodiesel volumes under the RFS should be established 14 months prior to the applicable year, so the EPA is late in setting volumes for 2014, 2015 and 2016). The Administration can get the industry back on track with strong policy that gives producers and investors the confidence they need to grow and expand so that we continue to reduce our dependence on petroleum, cut dangerous pollution and create jobs in a new American energy industry.
- Tax Incentive: Congress briefly reinstated the tax incentive last year but, as of Jan. 1, 2015, has again allowed the incentive to expire. It is the fourth time in six years the biodiesel incentive has expired – creating tremendous uncertainty in the industry and making it very difficult for production plants to plan for expansion or hiring.

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ORGANIZATION: National Cattlemen's Beef Association

SPOKESPERSONS:

Colin Woodall, Sr. VP of Government Affairs

Dustin Van Liew, Ex. Dir. of the Public Lands Council and Federal Lands

TOPICS:

- 2015 Dietary Guidelines for Americans
- Waters of the United States
- Trade
- Foreign Animal Disease
- Endangered Species Act

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ORGANIZATION: National Corn Growers Association

SPOKESPERSONS:

Jon Doggett, Executive Vice President

Beth Elliott, Director of Public Policy

Zach Kinne, Director of Public Policy

Ethan Mathews, Director of Public Policy

Clint Raine, Manager of Public Policy and Regulatory Affairs

TOPICS:

- Ethanol and the Renewable Fuel Standard
- Trade Promotion Authority and Trade
- Environmental Issues
- Unmanned Aerial Systems and farm technology

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