

Annex 1: Food Industry and Agrochemical Industry Trade Associations and Front Groups

Note: The information presented below comes exclusively from the organizations' websites and their Form 990s.

Trade Associations



Biotechnology Industry Organization

www.bio.org

Founded: 1993

Annual Expenses: \$65 million (2012)

Mission: "BIO is the world's largest trade association representing biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and in more than 30 other nations. BIO members are involved in the research and development of innovative health-care, agricultural, industrial and environmental biotechnology products."¹

Activity highlights: BIO produces the BIO International Convention, the world's largest gathering of the biotechnology industry, along with industry-leading investor and partnering meetings held around the world. It also runs the blog www.biotech-now.org chronicling "innovations transforming our world."¹

Key staff and board members:

President/CEO: James C. Greenwood

Board Chairwoman: Rachel King, GlycoMimetics

Board members include:

- Jill Zullo, Cargill
- Philip W. Miller, Monsanto
- Robin Readnour, Elanco
- Bradley Shurdut, Dow AgroSciences
- Frank Terhorst, Bayer CropScience
- Mark Wong, Agrivida
- Matthias Meder, BASF Plant Science
- Eddie Sullivan, SAB Biotherapeutics
- Jay Siegel, Janssen Pharmaceutical Companies of Johnson & Johnson

¹ "About BIO." About BIO. Biotechnology Industry Organization, 2015. Web. 26 May 2015. <<https://www.bio.org/articles/about-bio>>.



CropLife America

www.croplifeamerica.org

Founded: 1933

Annual Expenses: \$15 million (2013)

Mission: “To foster the interests of the general public and the association’s member companies by promoting innovation and the environmentally sound use of crop protection products for the economical production of safe, high quality, abundant food, fiber, and other crops.”²

Activity highlights: CropLife America lobbies for crop protection programs and industrial agriculture. It runs the CropLife Foundation “to promote and advance sustainable agriculture, and the environmental-safe use of crop protection products and bio engineered agriculture.”³ CropLife America’s member companies produce, sell and distribute virtually all of the crop protection and biotechnology products used by American farmers. These members represent the developers, manufacturers, formulators and distributors of genetic engineering for agriculture and pest management in the United States.

Key staff and board members:

President /CEO: Jay Vroom (previously with the National Fertilizer Solutions Association)

Senior Vice President of Science and Regulatory Affairs: Dr. Janet Collins (previously worked at DuPont)

Executive Vice President/COO: William F. Kuckuck (previous president of Tyson Foods International)

Senior Advisor for Trade, Intellectual Property and Strategic Issues: Douglas T. Nelson (member of the United States Industry Trade Advisory Committee on Trade in Chemicals (ITAC3) and Intellectual Property (ITAC15) charged with advising the U.S. Trade Representative and the Secretary of Commerce on U.S. Trade Policy, including the ongoing TPP negotiations and the upcoming EU/US Free Trade negotiations)

Board members include:

- Vern Hawkins, Syngenta
- Diane Allemang, Cheminova
- Dan Vradenburg, Cheminov
- James Hay, DuPont Crop Protection
- Jeffrey Allison, United Phosphorus
- Jim Blome, Bayer CropScience
- Andrew Bodane
- Susanne Wasson, Dow AgroSciences
- Lisa Safarian, Monsanto

2 CropLife America. “2013 Form 990 – CropLife America.” GuideStar. GuideStar, n.d. Web. 26 May 2015. < <http://www.guidestar.org/FinDocuments/2013/530/190/2013-530190293-0a981736-90.pdf>>.

3 “CropLife America’s Leadership.” *CropLife America*. CropLife International, 2015. Web. 26 May 2015. <<http://www.croplifeamerica.org/about/association-leadership>>.



Grocery Manufacturer's Association

www.gmaonline.org

Founded: 1908

Annual Expenses: \$41 million (2013)

Mission: "The Grocery Manufacturers Association is the voice of more than 300 leading food, beverage and consumer product companies that sustain and enhance the quality of life for hundreds of millions of people in the United States and around the globe."⁴

Activity highlights: GMA lobbies, organizes public communications and funds research for large food industry interests, including anti-GMO labeling campaigns. In 2007, GMA merged with the Food Products Association, making it the world's largest trade association representing food, beverage and consumer products. GMA also runs the website *FactsUpFront.org* with the Food Marketing Institute to encourage moderation in sugar, fat and salt.

Key staff and board members:

President/CEO: Pam Bailey

Board members include:

- Chair: Kendall Powell, General Mills
- William Cyr, Sunny Delight Beverages
- J.P. Bilbrey, The Hershey Company
- John Bryant, Kellogg Co.
- Brian Cornell, PepsiCo
- J. Alexander Douglas, Coca Cola
- Katie Doyle, Abbott Nutrition
- Gregg Engles, WhiteWave Foods
- Jeffrey Ettinger, Hormel Foods

North American Meat Institute

www.meatinstitute.org

Founded: 2015 (Started in 1906 as the American Meatpackers Association; formed in 2015 with the American Meat Institute/North American Meat Association merger)

Annual Expenses: \$7.8 million (2013 - American Meat Institute); \$3 million (2014- North American Meat Association)

Mission: "The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products."⁵

4 "GMA." *Grocery Manufacturers Association*. Grocery Manufacturers Association, 2015. Web. 26 May 2015. <<http://www.gmaonline.org/about/>>.

5 "Homepage." *North American Meat Institute*. North American Meat Institute, 2015. Web. 26 May 2015. <<https://www.meatinstitute.org/>>.

Activity highlights: “NAMI is a national trade association that represents companies that process 95 percent of red meat and 70 percent of turkey products in the US and their suppliers throughout America.”⁶ It lobbies and hosts conferences and events on behalf of the meat and poultry industry. Through the North American Meat Institute Foundation, NAMI has awarded over \$8 million (since 1999)⁷ in research funding for universities and other institutions towards research relating to industrial meat production practices.

Key staff and board members:

President/CEO: Patrick Boyle

Board members include:

- Dave McDonald (Chairman), OSI Industries
- Joe Azzaro, In-n-Out Burgers
- Kerry Doughty, Butterball
- Jeffrey Ettinger, Hormel Foods Corporation
- John Keating, Cargill Meat Solutions
- Tim Klein, National Beef Packing
- Sara Lilygren, Tyson Foods
- Andre Nogueira, JBS USA
- Larry Pope, Smithfield Foods
- David Schamun, Del Monte Meat Company
- Alan Simon, Omaha Steaks International
- Kevin Smith, Costco Wholesale Meats
- Kevin Tulley, Sysco Corporation

Front Groups



Alliance For Food And Farming

www.foodandfarming.info

Founded: 1989

Annual Expenses: \$243, 782 (2013)

Mission: “The mission of the Alliance for Food and Farming is to deliver credible information to consumers about the safety of fruits and vegetables.”⁸

Activity highlights: According to their website, “The primary focus of the Alliance for Food and Farming is on key issue areas involving pesticide residues, microbial foodborne illness and other questions which may impact consumer confidence in the health and safety of fruits and vegetables.”⁹ In 2010, AFF received a \$180,000 grant from the CA Dept. of Food and Agriculture for a project entitled “Correcting Misconceptions about Pesticide Residues.”¹⁰ With some help from this grant, the AFF holds webinars and publishes papers arguing that non-organic produce is safe to eat, “debunking” the Environmental Working Group’s Dirty Dozen report. It runs the website www.SafeFruitsandVeggies.com.

6 “Homepage.” *North American Meat Institute*. North American Meat Institute, 2015. Web. 26 May 2015. <<https://www.meatinstitute.org/>>.

7 “About.” *North American Meat Institute*. North American Meat Institute, 2015. Web. 26 May 2015. <<http://www.namif.org/about/>>.

8 “About Us.” *Alliance for Food and Farming*. The Alliance for Food and Farming, n.d. Web. 26 May 2015. <<http://www.foodandfarming.info/about-us/>>.

9 “About Us.” *Alliance for Food and Farming*. The Alliance for Food and Farming, n.d. Web. 26 May 2015. <<http://www.foodandfarming.info/about-us/>>.

10 “Taxpayers Funding Pro-Pesticide PR Campaign.” *EWG*. Environmental Working Group, 28 Sept. 2010. Web. 26 May 2015. <<http://www.ewg.org/agmag/2010/09/taxpayers-funding-pro-pesticide-pr-campaign>>.

Key staff and board members:

Executive director: Marilyn Dolan (previously with the California Tree Fruit Agreement)

Board members include:

- Matt McInerney, (Chairman), Western Growers
 - Bryan Silbermann, (Vice Chairman), Produce Marketing Association
 - Barry Bedwell, (Secretary/Treasurer), California Fresh Fruit Association
 - Ray Gilmer, United Fresh Produce Association
 - John Guerard, California Fresh Carrot Advisory Board
 - Alyssa Hultby, California Citrus Mutual
 - Rich Matteis, California Farm Bureau Federation
 - Kathleen Nave, California Table Grape Commission
 - Blair Richardson, U.S. Potato Board
 - Chris Schlect, Northwest Horticultural Council
 - Rick Tomlinson, California Strawberry Commission
 - Mark Villata, U.S. Highbush Blueberry Council
 - Chris Zanobini, California Pear Advisory Board/California Cherry Research and Marketing Program
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Alliance To Feed The Future

www.alliancetofeedthefuture.org

Founded: 2011

Annual Expenses: \$521,095 (2013) (Primarily funded by the International Food Information Council Foundation.)

Mission: “Raise awareness and improve understanding of the benefits & necessity of modern food production and technology in order to meet global demand.”¹¹

Activity highlights: The Alliance to Feed the Future has an annual “Communicator of the Year Award,” given in past years in collaboration with the American Meat Institute and CropLife America. Additionally, it provides educational resources on conventional agriculture to elementary and middle schools.

Key staff and board members:

President/CEO: Dave Schmidt, International Food Information Council

Giant list of agribusiness members include: American Meat Institute, American Soybean Association, Animal Agriculture Alliance, Biotechnology Industry Organization, Center for Food Integrity, International Food Information Council, National Confectioners Association, Snack Food Association, National Frozen Pizza Institute, CropLife America, Grocery Manufacturers Association, National Chicken Council

Board members: Same as the International Food Information Council (see below).

¹¹ “About the Alliance.” *Alliance to Feed the Future*. Alliance to Feed the Future, n.d. Web. 26 May 2015. <<http://www.alliancetofeedthefuture.org/about>>.



American Council On Science And Health

www.acsh.org

Founded: 1978

Annual Expenses: \$1.8 million (2013)

Mission: “ACSH’s mission is to ensure that peer-reviewed mainstream science reaches the public, the media, and the decision-makers who determine public policy. Our objective is to restore science and common sense to personal and public health decisions in order to foster a scientifically sound and sensible public health policy for the American people. ACSH is committed to improving communication and dialogue between the scientific/medical community and the public and the media, in an effort to ensure that the coverage of health issues is based on scientific facts – not hyperbole, emotion or ideology.”¹²

Activity highlights: ACSH has published papers arguing that cutting greenhouse gases would have a worse effect on public health than global warming,¹³ defends fracking,¹⁴ dismisses concerns with BPA and atrazine,¹⁵ and fights local soda bans.¹⁶ In the fiscal year 2013, ACSH received almost \$400,000 from industry groups, including Chevron, Coca-Cola and McDonald’s.¹⁷

Key staff and board members:

Founders: Dr. Elizabeth Whelan (current), Dr. Fredrick J. Stare, Norman E. Borlaug

Partners: Alliance to Feed the Future, Culture of Alarmism, Golden Rice Petition, SafeChemicalPolicy.org, Competitive Enterprise Institute, No on I-522, No on Prop-37

Past collaborators: Washington Legal Foundation, Cato Institute, Manhattan Institute, Pacific Research Institute, and Heartland Institute

Board members include:

- Gilbert Ross, ACSH
- Thom Golab, Media Research Center (a conservative media watchdog group)
- Herbert I. London, London Center for Policy Research (a conservative think tank)
- Fred L. Smith Jr., Competitive Enterprise Institute



Animal Agriculture Alliance

www.animalagalliance.org

Formerly known as the Animal Industry Foundation

Founded: 1987

Annual Expenses: \$548, 131 (2013)

Mission: “To communicate the important role of modern animal agriculture to our nation’s economy, productivity, vitality, security and that animal well-being is central to producing safe, high-quality, affordable

¹² “About ACSH.” *American Council on Science and Health*. The American Council on Science and Health, 2013. Web. 27 May 2015. <<http://acsh.org/about-acsh/>>.

¹³ “Global Climate Change and Human Health.” *American Council on Science and Health*. The American Council on Science and Health, 1 Oct. 1997. Web. 28 May 2015. <<http://acsh.org/1997/10/global-climate-change-and-human-health/>>.

¹⁴ “The Benefits of Fracking in America.” *American Council on Science and Health*. The American Council on Science and Health, 28 Aug. 2014. Web. 28 May 2015. <<http://acsh.org/2014/08/benefits-fracking-us/>>.

¹⁵ “The Top Ten Unfounded Health Scares of 2010.” *American Council on Science and Health*. The American Council on Science and Health, 29 Dec. 2010. Web. 28 May 2015. <<http://acsh.org/2010/12/the-top-ten-unfounded-health-scares-of-2010/>>.

¹⁶ “Bloomberg’s Soda Ban Defeated Again.” *American Council on Science and Health*. The American Council on Science and Health, 31 July 2013. Web. 28 May 2015. <<http://acsh.org/2013/07/61465/>>.

¹⁷ Kroll, Andy, and Jeremy Schulman. “Leaked Documents Reveal the Secret Finances of a Pro-industry Science Group.” *Mother Jones*. Foundation for National Progress, 28 Oct. 2013. Web. 28 May 2015. <<http://www.motherjones.com/politics/2013/10/american-council-science-health-leaked-documents-fundraising>>.

and other products essential to our daily lives.”¹⁸

Activity highlights: The Animal Agriculture Alliance defends factory farming practices and antibiotic use. In addition to lobbying, the Alliance presents at conventions and hosts an annual Stakeholders Summit for industry groups to discuss industrial animal agriculture.

Key staff and board members:

Executive committee:

- Dr. Christopher Ashworth, Elanco Animal Health
- Pete Block, Hy-Line North America, LLC
- Joel Brandenburger, National Turkey Federation
- Dr. Jamie Jonker, National Milk Producers Federation
- Sherrie Niekamp, National Pork Board
- Paul Pressley, U.S. Poultry & Egg Association
- Donna Stephens, Bayer HealthCare

Board chair: Paul Pressley, U.S. Poultry and Egg Association

Board members:

- Chris Ashworth, Elanco Animal Health
- Sherrie Webb, National Pork Board
- Jamie Jonker, National Milk Producers Federation
- Adnan Aydin, American Veal Association
- Joel Brandenberger, National Turkey Federation
- Delbert Christensen, United Soybean Board
- John Graettinger, Merck Animal Health
- Chad Gregory, United Egg Producers
- Dallas Hockman, National Pork Producers Council
- Ann Nogan, American National CattleWomen, Inc.
- Sarah Novak, American Feed Industry Association



Back To Balance Coalition

www.bk2balance.org

Founded: 2014

Annual Expenses: N/A

Mission: “The Back to Balance Coalition brings together food and beverage organizations, health advocacy groups, and nutrition professionals who are supporters of balance, variety and moderation in dietary guidance. The group aims to bring forward common sense, practicality, economic, and cultural relevance into federal Dietary Guidelines.”¹⁹

Activity highlights: The Back to Balance Coalition provides “fact sheets” on the health benefits of canned vegetables, candy consumption, meat, grains and sweeteners, promoting the consumption of processed foods.

¹⁸ Animal Agriculture Alliance. “2013 Form 990 – Animal Agriculture Alliance.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. <<http://www.guidestar.org/FinDocuments/2014/541/384/2014-541384916-0b0fdd51-9.pdf>>. ¹⁹ “Homepage.” *Back to Balance*. WordPress.com, 2015. Web. 27 May 2015. <<http://www.bk2balance.org/>>.

¹⁹ Homepage.” *Back to Balance*. WordPress.com, 2015. Web. 27 May 2015. <<http://www.bk2balance.org/>>.

Key staff and board members:

Members include: American Association of Meat Processors, American Bakers Association, American Frozen Foods Institute, Can Manufacturers Institute, Canned Food Alliance, Corn Refiners Association, Food Marketing Institute, Grain Foods Foundation, Grocery Manufacturers Association, National Chicken Council, National Confectioners Association, National Pork Producers Council, National Potato Council, National Turkey Federation, North American Meat Institute, Shelf-Stable Food Processors Association, Snack Food Association, The Sugar Association, Wheat Foods Council

Supporters include: American Association of Meat Processors, American Frozen Foods Institute, Corn Refiners Association, Grocery Manufacturers Association, National Chicken Council, National Pork Producers Council, National Restaurant Association, National Turkey Federation, North American Meat Institute



Center For Consumer Freedom

www.consumerfreedom.com

Founded: 1996

Annual Expenses: \$1 million (2012)

Mission: “Research and education on issues related to consumer choices and the activist community to educate the public on consumer issues, including those related to government regulations, especially those related to product choices; educate the public about the organizations that work on issues related to public policies, especially those working to increase attacking those choices; providing educational information to policymakers, the media and the general public.”²⁰

Activity highlights: The Center for Consumer Freedom runs the websites *ActivistFacts.com*, *Humane-Watch.org*, *PetaKillsAnimals.com*, *ActivistCash.com*, *PhysicianScam.com*, *SweetScam.com*, *Trans-Fat-Facts.com*, *AnimalScam.com*, *ObesityMyths.com*, *CSPIscam.com*, and *MercuryFacts.com*. Its purpose is to advocate on behalf of the restaurant, beverage and food industries using the rhetoric of “promoting personal responsibility and protecting consumer choices.”²¹ Its executive director, Richard Berman, has been described by *60 Minutes* as “the booze and food industries’ weapon of mass destruction.”²²

Key staff and board members:

Executive director: Richard Berman, founder of the American Beverage Institute

Senior Research Analyst: Will Coggin_

Directors: James Blackstock, David Browne, D. Lane Cardwell, Daniel Mindus, Richard Verrecchia

Funders:

- Started with \$600,000 from Philip Morris²³
- Many large food companies, including Coca-Cola, Tyson Chicken, Outback Steakhouse and Wendy’s.²⁴

20 Center for Consumer Freedom. “2013 Form 990 - Center for Consumer Freedom.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. <<http://www.guidestar.org/FinDocuments/2013/260/006/2013-260006579-0af5d15d-9.pdf>>.

21 “Center for Consumer Freedom.” *Center for Consumer Freedom*. Center for Consumer Freedom, n.d. Web. 28 May 2015. <<https://www.consumerfreedom.com/about/>>.

22 Schorn, Daniel. “Meet Rick Berman, A.K.A. “Dr. Evil”” *CBSNews*. CBS Interactive, 25 Feb. 2011. Web. 28 May 2015. <<http://www.cbsnews.com/news/meet-rick-berman-aka-dr-evil/>>.

23 Mayer, Caroline, and Amy Joyce. “The Escalating Obesity Wars.” *Washington Post*. The Washington Post, 27 Apr. 2005. Web. 28 May 2015. <<http://www.washingtonpost.com/wp-dyn/content/article/2005/04/26/AR2005042601259.html>>.

24 Schorn, Daniel. “Meet Rick Berman, A.K.A. “Dr. Evil”” *CBSNews*. CBS Interactive, 25 Feb. 2011. Web. 28 May 2015. <<http://www.cbsnews.com/news/meet-rick-berman-aka-dr-evil/>>.



Center For Food Integrity

www.foodintegrity.org

Founded: 2007

Annual Expenses: \$5.5 million (2012)

Mission: “To build consumer trust and confidence in today’s food system by sharing accurate, balanced information, correcting misinformation, highlighting best practices that build trust and engaging stakeholders to address issues that are important to consumers.”²⁵

Activity highlights: The Center for Food Integrity defends factory- and industrial farming practices through its conferences and campaigns. It convenes various meetings and conferences including a “Food Integrity Summit” and a North American Strategy Conference on Animal Agriculture at the McDonald’s campus Hamburger University. In 2012, CFI spent \$1.3 million on its program, “A New Conversation About Food” to promote conventional agricultural practices.²⁶

Key staff and board members:

Board members:

- Ian Reece, Rabobank International
- Sue Hensley, National Restaurant Association
- Mindy Whittle, Monsanto
- Jane Ade Stevens, Indiana Soybean Association
- Craig Hunter, Burnbrae Farms
- Shelly A. Mayer, Professional Dairy Producers of Wisconsin
- Doug Winter, United Soybean Board
- Janet Barrows, Frontier Farm Credit
- Jason Clay, World Wildlife Fund



Coalition For Safe And Affordable Food

www.coalitionforsafeaffordablefood.org

Founded: 2014

Annual Expenses: N/A

Mission: “We are a broad-based coalition representing the entire American agriculture food chain – from farm to fork. We are committed to increasing the public’s understanding about the science and safety of GMOs and advocating for a uniform labeling solution.”²⁷

Activity highlights: The Coalition for Safe and Affordable Food provides information on the cost, environmental, health and hunger “benefits” of GMOs. It lobbies against GMO labeling initiatives at the state and federal level and has been advocating in support of the federal Safe and Accurate Food Labeling Act, a bill that would nullify state GMO labeling bills and codify voluntary GMO labeling.²⁸

25 “Mission & Vision.” *The Center for Food Integrity*. Center for Food Integrity, 2015. Web. 27 May 2015. <<http://www.foodintegrity.org/about-us/mission-vision>>.

26 The Center for Food Integrity. “2013 Form 990 – The Center for Food Integrity.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. <<http://www.guidestar.org/FinDocuments/2013/204/662/2013-204662713-0b002fe8-90.pdf>>.

27 “About the Coalition.” Coalition for Safe Affordable Food. Coalition for Safe Affordable Food, 2015. Web. 27 May 2015. <<http://coalitionforsafeaffordablefood.org/coalition/>>.

28 “We Need a Reasonable, Common-Sense Solution.” *Coalition for Safe Affordable Food*. Coalition for Safe & Affordable Food, n.d. Web. 28 May 2015. <<http://coalitionforsafeaffordablefood.org/common-sense-solution/>>.

Key staff and board members:

Founded by GMA.

40 Food industry members include: American Bakers Association, American Beverage Association, American Frozen Food Institute, American Soybean Association, Corn Refiners Association, Council for Responsible Nutrition, Flavor & Extract Manufacturers Association, Global Cold Chain Alliance, International Dairy Foods Association, National Association of Manufacturers, National Confectioners Association, National Fisheries Institute, National Restaurant Association, National Turkey Federation and Snack Food Association



Council For Biotechnology Information

www.whybiotech.com

Founded: 2000

Annual Expenses: \$3 million (2012)

Mission: “To promote agricultural plant biotechnology through the exchange of information about its benefits and safety through research, education, advocacy and other means in the United States, Canada, and Mexico.”²⁹

Activity highlights: The Council for Biotechnology Information works to promote the acceptance of biotechnology through trainings, conferences and writing policy briefs. It runs the website *www.GMOAnswers.com*. In the 2012-13 fiscal year, CBI spent \$1.25 million “training third party spokespeople (farmers, academics, dieticians) to educate media and public about risk and about the benefits of ag biotech,” as well as “partner[ing] with grower groups, academia, and food chain to enhance acceptance of ag biotech.”³⁰ CBI also donated money to groups such as the Hawaii Crop Improvement Association for “outreach, education, lobbying, and communication activities”³¹ on biotechnology.

Key staff and board members:

Executive director: Cathleen Enright, Executive Director and formerly of the Office of the U.S. Trade Representative

Board members

- Jerry Flint, DuPont Pioneer
- Ralf-Michael Schmidt, BASF Group
- Naomi Stevens, Bayer CropScience
- Jerry Steiner, Sustainability and Corporate Affairs, Monsanto Company
- Brad Shurdut, Dow AgroSciences
- Jessica Adelman, Syngenta
- Cathleen Enright, Executive Director and formerly of the Office of the U.S. Trade Representative

Other groups involved: Aventis CropScience, Novartis, the Biotechnology Industry Organization and the American Crop Protection Association.

29 Council for Biotechnology Information. “2013 Form 990 – Council for Biotechnology Information.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. < <http://www.guidestar.org/>

30 Council for Biotechnology Information. “2013 Form 990 – Council for Biotechnology Information.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. < <http://www.guidestar.org/FinDocuments/2013/264/188/2013-264188804-0af09817-90.pdf>>.

31 Council for Biotechnology Information. “2013 Form 990 – Council for Biotechnology Information.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. < <http://www.guidestar.org/FinDocuments/2013/264/188/2013-264188804-0af09817-90.pdf>>.

Supporting partners for GMOAnswers.com: The American Council on Science and Health, The American Farm Bureau Federation, American Seed Trade Association, American Soybean Association, The American Sugarbeet Growers Association, National Association of Wheat Growers, National Corn Growers Association, National Cotton Council, Ohio AgriBusiness Association, South Dakota Agri-Business Association, The U.S. Beet Sugar Association



Global Harvest Initiative

www.globalharvestinitiative.org

Founded: 2009

Annual Expenses: \$735,542 (2013)

Mission: “The Global Harvest Initiative (GHI) is a private-sector voice for productivity growth throughout the agricultural value chain to sustainably meet the demands of a growing world. GHI believes the right policies can improve global food and nutrition security by accelerating agricultural productivity gains while conserving natural resources. Every year GHI releases its signature GAP Report®, an annual benchmark of the global rate of agricultural productivity.”³²

Activity highlights: The Global Harvest Initiative promotes the removal of global and regional trade barriers in agriculture, enhancing private sector involvement in agriculture and rural infrastructure development, conventional agriculture and genetic engineering. It has worked with organizations like the Bill & Melinda Gate Foundation and the Howard G. Buffett Foundation to promote GE seeds in sub-Saharan Africa.³³

Key staff and board members:

Board members:

- Chair: Claudia Garcia, Elanco
- Richard Kottmeyer, Accenture
- Susan Bunz, DuPont Pioneer
- Stanly Litow, IBM Foundation
- JB Penn, John Deere
- Cory Reed, John Deere
- Gerald Steiner, Monsanto

Due-paying members: DuPont, Elanco, John Deere, Monsanto, Accenture

Consultative partners include: Congressional Hunger Center, Conservation International, WWF, The Nature Conservancy

32 “About Us.” *Global Harvest Initiative*. Global Harvest Initiative, 2011. Web. 27 May 2015. <<http://www.globalharvestinitiative.org/index.php/about-us/>>.

33 “Providing Solutions to Water for Food Challenges.” *Global Harvest Initiative*. Global Harvest Initiative, n.d. Web. 28 May 2015. <http://www.globalharvestinitiative.org/wp-content/uploads/2012/05/GHI_WaterforFood-4.pdf>.



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

International Food Information Council

www.foodinsight.com

Founded: 1985

Annual Expenses: \$5 million (2013)

Mission: “The International Food Information Council (IFIC) Foundation is dedicated to the mission of effectively communicating science-based information on health, nutrition and food safety for the public good.”³⁴

Activity highlights: In 1991, IFIC created their “educational arm,” the International Food Information Council Foundation. IFIC Foundation projects have included research on media coverage of diet, health, and food safety issues. One of their campaigns, FACTS (Food Advocates Communicating Through Science), was created to “combat deceptive advice, misleading statistics and alarmist tactics in food and nutrition dialogues.” As an example, one FACTS blog post on the website www.foodinsight.org provides information on the “benefits of processed foods.”³⁵

Key staff and board members:

President/CEO: David B. Schmidt. Previously served in the first Bush Administration’s director of external affairs at the USDA’s Food Safety and Inspection Service.

Senior Director of Health and Wellness Communications: Marcia Greenblum. Previously was the Senior Director of Nutrition Education at the Egg Nutrition Center.

Board members include:

- Roger T Lawrence, McCormick & Co
- Nancy Daigler, Kraft Foods
- Philippe Caradec, The Dannon Company
- Susan Bond, Abbott Nutrition (and previously ConAgra)
- Deanne Branstetter, Compass Group
- Leigh Horner, The Hershey Company
- Anne Keys, Pfizer Animal Health
- Anita Larsen, Unilever
- Ted McKinney, Indiana State Dept of Ag (previously with Elanco)
- Michael Mullen, Mount Sinai Hospital
- Maha Tahiri, General Mills (previous Nutrition Director at Coca-Cola)
- Cathy Andriadis, DuPont
- L. Celeste Bottorff, Coca-Cola

34 “About.” *Food Insight*. International Food Information Council, n.d. Web. 26 May 2015. <<http://www.foodinsight.org/about>>.

35 Naqvi, Mehdi. ““The Truth About Processed Foods” Winning Blog Post.” “The Truth About Processed Foods” Winning Blog Post. International Center of Excellence in Food Risk Communication, 15 Mar. 2011. Web. 28 May 2015. <<http://www.foodinsight.org/blogs/truth-about-processed-foods-winning-blog-post>>.



Keep Food Affordable
www.keepfoodaffordable.com

Founded: 2012

Annual Expenses: N/A

Mission: “Keep Food Affordable is a coalition that brings together consumers, farmers, and food security organizations to keep food safe, affordable, and available for all Americans.”³⁶

Activity highlights: Keep Food Affordable provides information on food polices and initiatives while lobbying for factory farm antibiotic use, pink slime, and fighting back against The Egg Bill.³⁷

Key staff and board members:

Founded by the National Pork Producers Council.

Members include: Egg Farmers of America, National Poultry Producers Council



Protect The Harvest
www.protecttheharvest.com

Founded: 2011

Annual Expenses: \$870, 811 (2012)

Mission: “Protect The Harvest was created to fight back and defend American families, farmers, sportsmen and animal owners from the growing threat posed by the radical animal rights movement. The organization has three objectives: 1) Inform America’s consumers, businesses and decision-makers about the true nature and reach of animal rights groups like the Humane Society of the United States (HSUS) and the potential consequences of their agenda, 2) Protect our freedoms and way of life by creating lasting legal safeguards for farmers, sportsmen and animal owners, 3) Respond to the activities of radical groups like the Humane Society of the United States (HSUS) by opposing their efforts to pass laws or enact regulations that would restrict the rights and freedoms of farmers, sportsmen and animal owners.”³⁸

Activity highlights: Protect the Harvest campaigns against any initiatives or organizations focusing on reducing meat consumption or restricting hunting. The organization focuses on campaigning against the Humane Society of the United States and defending factory farming practices.³⁹

Key staff and board members:

Founder/Chair: Forrest Lucas, multimillionaire founder of Lucas Oil Products (which annually brings in \$150 million in revenue)

Executive director: Brian Kippenstein, beef cattle farmer, former Chief of Staff to Senator Kit Bond

36 “About.” *Keep Food Affordable*. N.p., 2015. Web. 27 May 2015. <<http://keepfoodaffordable.com/about/>>.

37 “Issues.” *Keep Food Affordable*. Keep Food Affordable, n.d. Web. 28 May 2015. <<http://keepfoodaffordable.com/issues/>>.

38 “Mission Statement.” *Protect the Harvest*. Protect the Harvest, 2013. Web. 27 May 2015. <<http://protecttheharvest.com/who-we-are/mission-statement/>>.

39 “Animal Rights Vs. Farmers & Ranchers.” *Protect the Harvest*. Protect the Harvest, n.d. Web. 28 May 2015. <<http://protecttheharvest.com/who-is-under-attack/animal-rights-vs-farmers/>>.



U.S. Farmers And Ranchers Alliance

www.fooddialogues.com

Founded: 2011

Annual Expenses: \$10.2 million (2013)

Mission: “To ensure farmers and ranchers have freedom to operate and market the products they produce.”⁴⁰

Activity highlights: USFRA funded a documentary called *Farmland* to counter the films *Food, Inc.*, and *King Corn*.⁴¹ The organization holds forums with panel discussions around the country related to antibiotics, animal welfare, farm size, and media marketing.

Key staff and board members:

Consists of over 80 farmer and rancher led organizations and partners representing big agriculture.

Premier Partners: DuPont, John Deere, Monsanto

Industry Partner Council: BASF, Cargill, CropLife America, Dow AgroSciences, Elanco Animal Health, Farm Credit, Merck Animal Health, Syngenta, Zoetis

Board members include:

- Nancy Kavazanjan, United Soybean Board
- Brad Greenway, National Pork Board
- Mike Geske, National Corn Growers Association
- Dawn Caldwell, NCBA – Federation of State Beef Councils
- Todd Frazier, DuPont Pioneer
- Lisa Lunz, corn and soybean producer and Nebraska Soybean board
- Bob Stallman, American Farm Bureau Federation
- Max Bozeman, Cattlemen’s Beef Board/Beef Checkoff
- Jane Ade Stevens, Indiana Soybean Alliance
- Charles Studer, John Deere
- Michael Parrish, Monsanto
- Gene Stoele, Minnesota Soybean Research & Promotion Council
- Forrest Roberts, National Cattlemen’s Beef Association
- Chris Galen, National Milk Producers Federation
- Doug Wolf, National Pork Producers Council
- Monty Henderson, US Poultry & Egg Association

40 US Farmers and Ranchers Alliance. “2012 Form 990 – US Farmers and Ranchers Alliance.” *GuideStar*. GuideStar, n.d. Web. 26 May 2015. <<http://www.guidestar.org/FinDocuments/2013/273/754/2013-273754267-0abed700-90.pdf>>.

41 Ragusea, Adam. “Agribusiness Funds ‘Farmland’ To Counter Hollywood Message.” *NPR*. NPR, 2 May 2014. Web. 28 May 2015. <http://www.npr.org/sections/thesalt/2014/05/02/308066437/agribusiness-funds-farmland-to-counter-hollywood-message?utm_source=twitter.com&utm_campaign=npr&utm_medium=social&utm_term=nprnews>.

Annex 2: Social Media Reach of Public Interest Advocates vs. Industry Funded Groups

Leading Good Food Advocates	Monthly Website Visitors* (April 2015)	Facebook Likes**	Twitter Followers**
Environmental Working Group	1.1M	456.5K	37.4K
Union of Concerned Scientists	580K	90K	26.4K
Friends of the Earth (US)	290K	202.4K	73.1K
Organic Consumers Association	230K	933.5K	125K
Food and Water Watch	150K	136.9K	47.8K
Consumers Union	140K	139.6K	10.1K
Food Tank	110K	221.7K	119K
Food Democracy Now!	90K	138.4K	89.1K
Pesticide Action Network North America	80K	26K	5K
Center for Food Safety	65K	110.1K	28.7K
TOTAL	2.8M	2.5M	561.6K

Food and Ag Trade Associations/ Front Groups	Monthly Website Visitors* (April 2015)	Facebook Likes**	Twitter Followers**
Coalition for Safe and Affordable Food	220K	82.4K	14.7K
Biotechnology Industry Organization	140K	11.7K	64.5K
Council for Biotechnology Information (CBI)/GmoAnswers.com	CBI: Insufficient page views GmoAnswers.com: 60K	CBI: 5K GmoAnswers.com: 6.1K	GmoAnswers.com: 4.5K
Grocery Manufacturers Association	35K	1.2K	4.4K
U.S. Farmers and Ranchers Alliance	10K	350.3K	23.4K
Center for Consumer Freedom	9K	122.1K	3K
Center for Food Integrity	3K	1.6K	4.9K
Animal Agriculture Alliance	3K	14K	15.3K
Alliance for Food and Farming (AFF)/ SafeFruitsAndVeggies.com	SafeFruitsAndVeggies.com: 1K	AFF: 3.2K	SafeFruitsAndVeggies.com: 0.8K
Keep Food Affordable	Insufficient page views	42.3K	135.7K
TOTAL	481K	639.9K	135.7K

*Statistics from similarweb.com

**Statistics gathered May 2015

Annex 3: Expenses of Industry Trade Associations (2009-2013)

All figures from publicly available Form 990s unless otherwise noted

Expenses by Year

Tax-Exempt Trade Association	2013	2012	2011	2010	2009	Totals	Year Founded
American Meat Institute							
	\$7,793,257	\$8,740,112	\$10,133,280	\$8,803,780	\$10,968,345	\$46,438,774	1949
Biotechnology Industry Organization							
	\$66,176,549	\$64,927,338	\$60,961,422	\$58,750,175	\$63,396,539	\$314,212,023	1993
CropLife America							
	\$15,268,159	\$14,184,752	\$15,525,303	\$13,848,869	\$12,425,369	\$71,252,452	1933
Grocery Manufacturers Association							
	\$41,425,202	\$50,529,926	\$29,637,300	\$33,417,624	\$27,471,260	\$182,481,312	1908
All Groups Total							
	\$130,663,167	\$138,382,128	\$116,257,305	\$114,820,448	\$114,261,513	\$614,384,561	

Note: Some of the above trade associations fund the organizations below, so note these numbers are not additive.



Annex 4: Expenses of Food Industry Front Groups (2009-2013)

Tax-Exempt Front Group							
	2013	2012	2011	2010	2009	Totals	Year Founded
Alliance for Food and Farming (<i>SafeFruitsAndVeggies.com</i>)							
	\$243,782	\$327,494	\$274,278	\$211,404	\$148,260	\$1,205,218	1989
Alliance to Feed the Future*							
	unavailable	unavailable	unavailable	N/A	N/A	unknown	2011
American Council on Science and Health†							
	\$1,821,449	\$1,826,747	\$1,871,639	\$1,625,952	\$1,961,458	\$9,107,245	1978
Animal Agriculture Alliance							
	\$598,321	\$548,131	\$593,883	\$390,306	\$556,072	\$2,686,713	1987
Back to Balance Coalition							
	N/A	N/A	N/A	N/A	N/A	N/A	2014
Center for Consumer Freedom (<i>IRS file: Center for Organizational Research and Education</i>)							
	\$1,261,494	\$1,024,582	\$2,121,780	\$2,640,780	\$8,831,659	\$15,880,295	1996
Center for Food Integrity							
	\$5,711,445	\$5,524,539	\$4,441,847	\$2,967,635	\$2,342,537	\$20,988,003	2007
Coalition for Safe Affordable Food							
	N/A	N/A	N/A	N/A	N/A	N/A	2014
Council for Biotechnology Information							
	\$4,982,754	\$3,060,427	\$2,824,353	\$2,691,064	\$3,170,727	\$16,729,325	2000
Global Harvest Initiative							
	\$731,871	\$735,542	\$755,887	\$1,074,209	\$1,606,614	\$4,904,123	2009
International Food Information Council							
	\$4,964,113	\$4,714,921	\$5,129,825	\$4,726,838	\$4,631,653	\$24,167,350	1991
Keep Food Affordable‡							
	unavailable	unavailable	N/A	N/A	N/A	N/A	2012
Protect the Harvest							
	\$451,138	\$870,811	\$49,992	N/A	N/A	\$1,371,941	2011
U.S. Farmers and Ranchers Alliance							
	\$10,213,470	\$11,121,524	\$7,342,672	N/A	N/A	\$28,677,666	2010
Total	\$30,979,837	\$29,754,718	\$25,406,156	\$16,328,188	\$23,248,980	\$125,717,879	

* The Alliance to Feed the Future is funded by the IFIC. See http://990s.foundationcenter.org/990_pdf_archive/521/521439244/521439244_20112_9900.pdf In 2012, the Alliance spent at least \$100,000 on a social media campaign (<https://www.behance.net/gallery/4164963/SM-Policy-for-client-Alliance-to-Feed-the-Future>)

† 2013 data from ACSH not available at time of publication. 2013 figure is an average of previously available expenses.

‡ Keep Food Affordable doesn't separately disclose its spending. According to the National Pork Producers Council, the Council is "the founding organizer of this new grassroots effort." In 2012, the Council's total expenses were \$13.5 million according to its Form 990. Founding member: <http://www.porknetwork.com/pork-news/New-coalition-targets-food-affordability-and-more-158010835.htm>