

## What will ambitious plastic recycling bills mean to your bottom line?

Food and agriculture industries have long been bracing for California to implement more stringent recycling laws when it comes to single-use packaging. Now two identical bills successfully navigating through the Legislature are proposing drastic cuts to the production of these products.

Trade groups fear the bills could raise food production costs and undermine industry-led sustainability goals, while layering state regulations over numerous ordinances being passed at the local level.

Throughout the 2019 legislative session, the bills' proponents and numerous authors and coauthors have testified that ambitious goals are needed to reign in the amount of plastic filling landfills and oceans, which is washing up on California's beaches and found in dead whale carcasses. Adding to the environmental pressure is the rejection from developing countries like China and Malaysia for California's recycled trash shipments.



Senate Bill 54 and Assembly Bill 1080 would require industries to reduce by 75% the amount of single-use packaging in products by 2030. It would be phased in beginning in 2024 with a 20% reduction. More than 200 groups support the measure, while dozens are registered in opposition.

**“These goals are lofty,” said Assemblymember Ian Calderon, D-Whittier, during an Assembly floor vote in May. “But I firmly believe our industry and citizens are fully capable of rising to meet them.”**

For food producers who cannot meet the goals, a penalty of up to \$50,000 per day could be levied on any company not in compliance. In a recent [blog post](#), California Citrus Mutual (CCM) argues the high penalty would drive manufacturers to instead discontinue those packaging products, rather than invest in alternatives. **The supply pressures would raise the cost of packaging, “which would have a trickle-down impact on packers and growers,” writes CCM.**

The legislators added some amendments last month, including a few medical exemptions, while the governor’s office has held meetings with stakeholders to strike a compromise before the bills reach his desk.

The lack of detail was concerning for other legislators during a committee hearing on the bills. The bill charges CalRecycle with determining the appropriate regulations for meeting the goals. SB 54 author Senator Ben Allen, D-Santa Monica, responded that California’s recycling program is in “a state of crisis” and immediate action is needed.



Sen. Ben Allen, D-Santa Monica

“At any point we could change the law if we’re not happy about it,” he said, noting that the bill does require the agency to report back to the legislature on progress and many of the details will be ironed out through an initial scoping plan.

Allen said the market just “needs a little bit of a nudge” right now, which led Assemblymember Susan Eggman, D- Stockton, to question that description. She worried about unexpected consequences from the “nudge.”

**“For everything we say is going to be great and we then do,” she said, “there are inherent problems.”**

Trudi Hughes, the government affairs director for California Food Producers, raised concerns over the logistics challenge for the “cradle-to-grave” reporting requirements on packaging. She also said the measure could create food safety issues. The packaging is often designed to reduce contact with shoppers and grocery stockers, protecting from bacteria as well as from harming the produce.

**“I would argue that there’s less safety when you have plastics around food than when you don’t,”** countered Assemblymember Laura Friedman, D-Glendale, referring to what she saw as unhealthy chemicals in manufactured plastics products. “You’ve dumped a harmful product onto our planet.”

Anthony Molina, lobbying on behalf of grocers and packaging producers, asked for the bills to align with the industry’s exiting sustainability goals.

“The largest 25 consumer packaging goods companies have already committed to producing recyclable or compostable packaging and 80% have already set a 2030 deadline for packaging to be recyclable or compostable,” said Molina.

He added that manufacturers are also faced with designing packaging that adheres to the individual requirements of about 480 waste jurisdictions across the state.

“We don't want locals to come in and enact ordinances that are unachievable,” added Aaron Moreno, government relations director for the California Grocers Association.

Moreno asked for the bill to preempt local ordinances, as the Legislature had done with the state's plastic bag ban in 2016.

Assemblymember Cristina Garcia, D-Bell Gardens, was concerned over the regulatory agency or governor's administration not being involved in shaping the bills.

“If we're going to give (CalRecycle) all this flexibility with the scoping plan and implementation, we need to also give them the flexibility to move the percentage down from 75% if they need to,” she said.



A recent amendment did allow “added discretion” for CalRecycle to lower that recycling rate based on market conditions.

Carolyn O'Donnell, a spokesperson for the California Strawberry Commission, told *Agri-Pulse* the legislation fails to give credit to existing industry efforts to meet standards. One example she said is sustainable clamshell packaging, which now incorporates post-consumer waste like recycled water bottles.

O'Donnell also said the proposed timeline for the bills would not allow room for industry to develop alternatives.

Asm. Lorena Gonzalez,  
D-San Diego

**“Research takes longer than we all dreamed it would to find something that not only works in the lab, but also works in real life on the truck, in the grocery store and in the consumers refrigerator,” she said.**

In advocating for AB 1080 on the Assembly floor, Assemblymember Lorena Gonzalez, D-San Diego, said her bill would put California “at the forefront” for reducing single-use packaging.

Assemblymember Richard Bloom, D-Santa Monica, agreed, citing his 2014 bill banning plastic microbeads as an example. Congress passed a similar law the following year.

Sen. Allen had made a similar argument, saying bills would be “crafting a solution that can be sold in scale to the world.”

The topic is set to be a longstanding issue. A recent survey by the Public Policy Institute of California found that 77% of Californians believe the environmental health of oceans and beaches is very important to the state's economy. Nine out of 10 Californians say plastics and marine debris are an issue, with most calling it a big problem.

The two houses of the Legislature are expected to approve the bills, with September 13 as the deadline to decide. The governor, who has favored ambitious environmental policies, will then have one month to sign or veto the measures.

## Five questions for the Assembly Ag Chair Susan Talamantes Eggman

Assemblymember Susan Talamantes Eggman identifies with a number of labels. She comes from agriculture, has a Mexican heritage and understands LGBT issues. She credits this and her background as a social worker for being able to negotiate challenging issues across a range of stakeholders.

Eggman's grandparents arrived in California from both Mexico in the 1920s and from Oklahoma during the Dust Bowl. She grew up in Turlock in a family of beekeepers, pollinating almond, cherry, pomegranate and pistachio trees. When they lived in the Bay Area, her father would wake up at 3 a.m. to deliver produce to the local schools.

She was elected to the Assembly in 2012 and represents the San Joaquin Delta communities of the 12<sup>th</sup> District. She chairs the Assembly Agriculture Committee and sits on the Natural Resources Committee.



Assemblymember Susan Talamantes Eggman

The assemblymember from Stockton spoke with *Agri-Pulse* about the controversial environmental measures proposed in Senate Bill 1, about former Governor Jerry Brown's Twin Tunnels project and about how legislating compares to marriage counseling.

### 1. How does your background in agriculture influence your policymaking?

My life has always been rooted in agriculture and rooted in the earth.

I'm a member of the Women's Caucus, the LGBT caucus and the Latino Caucus, and I have a unique perspective out of all those things. You wouldn't necessarily think of somebody who holds all those labels as having deep roots in agriculture.

I chaired (the Ag Committee) when I first arrived here for two years, and now this is my second time. You learn a whole lot more about all the issues that agriculture faces.

One of my favorite things about being a legislator, and especially in agriculture, is to be able to go around the state, and even around the country, and see all the fascinating things, with different crops and issues. How and what we grow in Marin County is very different than what you'd grow in the Bakersfield area.

**2. A lot of big decisions impacting agriculture and your district are made by urban lawmakers. What is your perspective on that?**

That is why I try to build really strong relationships with other members. The other labels and caucuses I'm involved with provide me legitimacy to be able to talk about issues as they relate to urban members and also the real-life impact that they have on ag.

One of my favorite committees is Natural Resources. A lot of things that impact agriculture come through Natural Resources. It tends to be people who are very progressive, not that I'm not progressive.

In saving our climate, we also have to acknowledge that we grow the healthiest and the most regulated food in the world. We need to keep that economy going as well. How do we do our part to save the environment and combat climate change, while at the same time not putting out of business one of the most vital businesses for California and the nation, and thereby the world?

If we're not growing it as clean as we can here – with people still able to make a profit and a living – then we're just telling other countries they should do it. We know they don't produce food as safely as we do.

**3. Describe how you balance your engagement with the ag community, the environmental justice community and the labor community.**

My approach is to bring many people to the table and to not let the perfect get in the way of the good.

Ag for some time has had a tendency just to cross their arms and say, “No, we're not going to negotiate.” That is evolving and changing as everything around us changes.



I'm also a social worker and a licensed therapist. I'm not saying it's like doing marital group counseling. But it's about what it is they need and what their goal is. It's trying to be that bridge. Everyone gets locked in their silos about what is right and good and just. But at the end of the day, we all want the same things for California to thrive and we all have to eat.

**4. Are these issues that impact your district, particularly with bills like SB 1, creating a California versus Trump battle?**

He doesn't help any.

I sat in Natural Resources when SB 1 was heard and there was a lot of concern from ag and the (California Chamber of Commerce) and other folks. My remark to Senator Atkins was: “I know you to be an agriculture-loving person. I understand your point. But how are you going to do it in a way that doesn't adversely impact ag and some of the voluntary water agreements that have already been established and negotiated? Her commitment is that she's still working on it. We

have not seen the final product yet. [Note: The bill has seen amendments since this conversation took place.]

I was with her and the new CEO and President of Land O'Lakes and we had the same conversation about how we can achieve her goals and at the same time not produce unintended consequences and further regulation and burden on people who are already under the most stringent regulations in the world.

**5. What are your thoughts on both the legislative session this year and the governor's first months in office?**

One of the biggest things we've been working on is climate change, as it relates to wildfires, PG&E, and keeping the lights on. One big wildfire does more anti-climate stuff than half the regulations we do all the time.

People don't think enough about agriculture being a wildfire buffer. Wildfires don't occur where agriculture is going on, because of the care of the ground and the irrigation.

With the governor so far, I have been impressed. I represent the Delta area. In the previous five years, the only conversation Jerry Brown had with me about the Twin Tunnel idea was: "You won't even see them. They will be under the ground." In the first three weeks in office, Governor Newsom had all of the people who represent the Delta area and the five Delta counties all at the table to hear our concerns. A couple weeks later, he said the Twin Tunnels are off and we're going to reevaluate how we transfer water.

So far, so good. And he's got vineyards; he's a businessman. I'd like to think we will have positive outcomes for the agriculture community.

I'm a big fan of Karen Ross. I am heartened that he reappointed her as secretary of CDFA. I traveled with her on a trade mission down to Mexico, and trade is imperative.

It feels like he is trying to make California feel like it is one state. Historically, people feel like there's coastal California and then the rest of us.

## **Average farm organization CEO pay topping \$500K**

A lingering downturn in farm profits is starting to show up on the balance sheets of ag organizations, but drops in salaries for the leaders of those groups are exceedingly rare.

According to the *Agri-Pulse* annual analysis of compensation for ag, food, energy and environmental organization CEOs — some who served for a full year, some who only worked for part of an organization's fiscal term — top executives earn an average salary of more than \$566,000. **For CEOs in the same role as what we reported in last year's compensation report, salaries increased an average of about 9%.**

That increase is a little less than double what USDA's Economic Research Service recently predicted for this year's increase in overall net farm income, a 4.8% jump to \$88 billion. If

realized, that would represent the third straight year of increased farm income, but to levels nowhere near 2013 peaks.

An increase in compensation within ag organizations tracks with broader trends across all industries, according to American Society of Association Executives Chief Administrative Officer Bob Skelton.

**“It’s a good economy, so not surprisingly you’re seeing compensation go up,”** he said in an interview with *Agri-Pulse*.

**What *Agri-Pulse* started as a look at just a handful of salaries almost three decades ago has grown into a deeper, broader look at organizations** ranging from mainstays like the National Corn Growers and American

Soybean associations to recent additions like this year’s expanded look at livestock breed groups and several trade associations based in California. The report — based on tax documents gathered online, through the Department of Agriculture, or from the organizations themselves — now examines 140 groups across the spectrum of influence in farm policy.

**This report, as it has every year with a growing list of organizations, is meant to inform boards of directors of the market rate for organizational leadership, make those leaders aware of the pay scale of their competitors, and disclose to farmers and ranchers who might be members of some of these organizations just how much money is being paid to a top executive.**



Former American Petroleum Institute CEO Jack Gerard

Jack Gerard, the former leader of the American Petroleum Institute who often butts heads with renewable energy groups, leads the way this year with a salary topping \$6.6 million. Ten other executives pulled in more than \$1 million, but four of those 11 — Gerard, Pam Bailey (Grocery Manufacturers Association), Camden Fine (Independent Community Bankers of America), Susan Neely (American Beverage Association), and Jay Vroom (CropLife America) — are no longer with their respective organizations.

Speaking of departures, this year’s report also lists what could be the final figures reported for some farm policy mainstays like Vroom, Renewable Fuels Association’s Bob Dinneen (who remained

## Top 10 CEO Salaries

Name	Organization	Total Compensation
Jack N. Gerard*	American Petroleum Institute	\$6,660,126.00
Pamela Bailey*	Grocery Manufacturers Assn.	\$5,225,004.00
Dawn M. Sweeney	National Restaurant Assn.	\$5,202,030.00
Camden Fine*	Independent Community Bankers of America	\$2,692,390.00
Susan K. Neely*	American Beverage Assn.	\$2,434,940.00
Rob Nichols	American Bankers Assn.	\$2,430,683.00
Leslie G. Sarasin	Food Marketing Institute	\$2,360,431.00
Jim Matheson	National Rural Electric Cooperative Assn.	\$1,412,014.00
John H. Downs Jr.	National Confectioners Assn.	\$1,200,458.00
Thomas Stenzel	United Fresh Produce Assn.	\$1,071,680.00

\*: Denotes no longer CEO

Source: Agri-Pulse Analysis

with RFA in a different role), and former U.S. Grains Council CEO Tom Sleight, who stepped down in June.

**This year’s report also gives us the first look at a full year’s salary for some relatively new faces whose salaries hadn’t been reported in full, as tax documents tend to take a year or two to become public.** For instance, last year’s report featured a partial look at the salary for Growth Energy CEO Emily Skor, whose total compensation topped \$733,000 for the 2017 calendar year.

Skor’s compensation represents an increase over her predecessor, but that isn’t always the case. This year’s report features the first look at the payment for American Farm Bureau Federation President Zippy Duvall, whose \$648,111 salary is well below the \$832,216 we reported last year for former AFBF leader Bob Stallman. The salary dip for a new president is nothing new — something similar happened to Stallman when he took the position 16 years prior.

Keep in mind: **Sometimes CEOs are not the highest paid individuals in a nonprofit organization because other staff members are compensated for their longevity, expertise or transitional roles.** For example, during his last year as Executive Director at the Center for Science and the Public Interest, Michael Jacobson’s total compensation dropped from \$204,447 in 2017 to \$189,070 in 2018. As part of the transition, CSPI’s director of nutrition policy, Margo G. Wootan, was elevated to the new position of vice president for nutrition with a compensation package totaling \$202,968. In September of 2017, Peter Lurie was hired as the new Executive Director and his salary reflects only part of the organization’s fiscal year.

Skelton says there’s no single rule for compensation of new CEOs, and situations are often handled on a case-by-case basis.

**“If (the new CEO is) considered to be better and more experienced, you’re probably going to pay a premium for it,” he said, which could also be interpreted, in some cases, as a level of unhappiness with a previous leader. “In the case where a longtime CEO has retired, you’re probably going to be able to hire at a discount because you’re going to get somebody with less experience,” he added.**

As the farm economy continues its slow crawl out of a prolonged downturn, it remains to be seen how compensation for executives and other farm group employees will be impacted. But, Skelton cautions, a booming economy elsewhere could provide outside opportunities for employees with a broad skill set.

**“A lot of trade associations, especially, tend to look for people with experience in the industry,” he said, but also noted that proven growth and management skills could be transferable to a new field. “It’s going to make it a little harder for those involved on the agricultural side to compete.**



American Farm Bureau Federation President Zippy Duvall



Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
Agricultural Retailers Association	Daren Coppock	President & CEO	\$351,843.00			\$16,200.00	\$25,589.00	\$393,632.00	2018
American Angus Association	Allen Moczygemba*	CEO	\$235,118.00	\$20,000.00	\$14,896.00		\$17,403.00	\$287,417.00	2017
American Bakers Association	Robb Mackie	CEO	\$335,000.00	\$90,000.00	\$8,158.00	\$38,950.00	\$29,784.00	\$501,892.00	2017
American Bankers Association	Rob Nichols	President & CEO	\$1,516,122.00	\$600,000.00	\$78,555.00	\$204,350.00	\$31,656.00	\$2,430,683.00	2017
American Beverage Association	Susan K. Neely*	CEO	\$1,143,940.00	\$585,000.00		\$686,750.00	\$19,250.00	\$2,434,940.00	2017
American-International Charolais Association	J. Neil Orth	Executive Vice President	\$130,600.00					\$130,600.00	2017
American Coalition for Ethanol	Brian Jennings	CEO	\$126,244.00		\$4,154.00			\$130,398.00	2017
American Cotton Shippers	William E. May*	President & CEO	\$218,323.00	\$35,000.00	\$14,087.00	\$13,801.00	\$23,823.00	\$305,034.00	2017
American Dairy Coalition	Laurie Fischer	CEO	\$59,982.00					\$59,982.00	2017
American Egg Board	Anne Alonzo	CEO	\$341,775.12			\$31,585.50		\$373,360.62	2018
American Farm Bureau Federation	Zippy Duvall	President	\$482,092.00		\$3,267.00	\$120,812.00	\$41,940.00	\$648,111.00	2017
American Farmland Trust	John Piotti	President & CEO	\$294,973.00			\$4,304.00	\$11,113.00	\$310,390.00	2018
American Feed Industry Association	Joel G. Newman*	President & CEO	\$418,957.00	\$60,000.00		\$58,113.00	\$31,211.00	\$568,281.00	2018
American Frozen Food Institute	Alison Bodor	President & CEO	\$374,000.00	\$80,000.00		\$66,000.00	\$23,000.00	\$543,000.00	2017
American Hereford Association	Jack Ward	Executive Vice President	\$220,953.00	\$22,660.00		\$10,474.00	\$4,514.00	\$258,601.00	2018
American Jersey Cattle Association	C. Neal Smith	Executive Secretary & CEO	\$59,225.00		\$10,088.00			\$69,313.00	2017
American Lamb Board	Megan Wortman	CEO	\$133,900.00		\$3,000.00			\$136,900.00	2018
American Petroleum Institute	Jack N. Gerard*	President & CEO	\$2,843,771.00	\$1,075,300.00	\$1,375,070.00	\$1,337,642.00	\$28,343.00	\$6,660,126.00	2017
American Seed Trade Association	Andrew LaVigne	President & CEO	\$685,730.00	\$70,000.00		\$107,000.00	\$33,702.00	\$896,432.00	2017
American Shorthorn Association	Montie Soules	Executive Secretary	\$122,451.00					\$122,451.00	2018
American Society for the Prevention of Cruelty to Animals	Matthew Bershader	President & CEO	\$527,062.00	\$276,500.00	\$810.00	\$21,600.00	\$26,259.00	\$852,231.00	2017
American Soybean Association	Steve Censky*	CEO	\$269,113.00	\$16,296.00		\$8,100.00	\$23,492.00	\$317,001.00	2017
American Sugar Alliance	Vickie Rideout Myers	Executive Director	\$180,238.00			\$27,036.00		\$207,274.00	2017
American Sugarbeet Growers Association	Luther Markwart	Executive Vice President	\$362,525.00			\$41,250.00	\$58,930.00	\$462,705.00	2018
American Veterinary Medical Association	Janet Donlin	CEO and Exec. VP	\$341,567.00	\$13,600.00		\$27,000.00	\$1,504.00	\$383,671.00	2017

Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
American Wind Energy Association	Thomas C. Kieran	CEO	\$509,583.00	\$107,000.00	\$43,072.00	\$74,114.00	\$9,250.00	\$743,019.00	2017
Association of Public and Land-Grant Universities	M. Peter McPherson	President	\$581,478.00	\$117,542.00	\$28,950.00	\$123,221.00	\$19,461.00	\$870,652.00	2017
Brown Swiss Cattle Breeders' Association of the USA	Dave Wallace*	Executive Secretary	\$57,000.00					\$57,000.00	2017
Almond Alliance of California	Kelly Covello (8/1-12/31)	President and CEO	\$61,161.00					\$61,161.00	2018
Almond Alliance of California	Elaine Trevino (started 3/18/18, FY starts 8-1-17)	President and CEO	\$48,798.00					\$48,798.00	2018
CA Association of Wine Grape Growers	John Aguirre	President	\$200,125.00		\$11,484.00	\$10,006.00	\$23,874.00	\$245,489.00	2018
CA Citrus Mutual	Joel Nelsen*	President	\$212,859.00					\$212,859.00	2018
CA Crop Improvement Association	John Palmer	Executive Director	\$150,000.00				\$71,932.00	\$221,932.00	2018
CA Fresh Fruit Association	George Radanovich*	President	\$202,828.00			\$11,083.00	\$12,954.00	\$226,865.00	2018
Cattlemen's Beef Board	Greg Hanes (started 2/18)	CEO	\$235,000.00	\$25,000.00		\$25,000.00		\$285,000.00	2018
Center for Food Safety	Andrew Kimbrell	Executive Director	\$214,200.00			\$18,095.00		\$232,295.00	2017
Center for Rural Affairs	Brian Depew	Executive Director	\$96,089.00		\$8,946.00			\$105,035.00	2018
Center for Science in the Public Interest	Michael Jacobson*	Executive Director	\$180,231.00		\$3,409.00	\$3,575.00	\$1,855.00	\$189,070.00	2018
Center for Science in the Public Interest	Peter Lurie (started 9/17)	Executive Director	\$63,265.00		\$0.00		\$270.00	\$63,535.00	2018
Center on Budget and Policy Priorities	Robert Greenstein	President	\$208,816.00	\$350.00		\$15,052.00	\$22,391.00	\$246,609.00	2017
Consumer Federation of America	Stephen Brobeck*	Executive Director	\$44,045.00		\$2,202.00			\$46,247.00	2018
Consumer Federation of America	Jack Gillis	Executive Director	\$123,902.00		\$3,024.00			\$126,926.00	2018
Consumer Reports Inc.	Marta L. Tellado	President & CEO	\$620,191.00	\$36,300.00	\$6,887.00	\$45,000.00	\$4,680.00	\$713,058.00	2018
Corn Refiners Association, Inc.	John Bode	President & CEO	\$607,000.00	\$239,161.00	\$1,980.00	\$28,350.00	\$35,776.00	\$912,267.00	2017
Cotton Board	William Gillon	CEO	\$295,615.00	\$50,342.00	\$3,564.00	\$35,629.00	\$3,000.00	\$388,150.00	2018
Cotton Council International	Bruce Atherley	Executive Director	\$248,853.00		\$4,635.00	\$20,461.00	\$11,565.00	\$285,514.00	2018
CropLife America	Jay Vroom*	CEO	\$694,660.00		\$128,772.00	\$195,000.00	\$42,248.00	\$1,060,680.00	2018
CropLife America	Chris Novak (started 8/18)	CEO	\$243,421.00	\$47,917.00		\$8,385.00	\$40,719.00	\$340,442.00	2018
Dairy Management Inc.	Thomas Gallagher (1)	CEO	\$612,500.00	\$50,000.00	\$200,573.00	\$26,407.00	\$10,330.00	\$899,810.00	2017
Defenders of Wildlife	Jamie Rappaport Clark	President & CEO	\$432,361.00		\$3,564.00	\$30,322.00	\$6,024.00	\$472,271.00	2018
Ducks Unlimited Inc.	H. Dale Hall*	CEO	\$367,408.00	\$133,200.00	\$8,382.00	\$12,961.00	\$17,863.00	\$539,814.00	2018
Environmental Defense Fund	Frederic Krupp	President	\$582,234.00	\$83,514.00		\$39,600.00	\$14,573.00	\$719,921.00	2018
Environmental Law & Policy Center	Howard A. Learner	President & Executive Director	\$381,289.00	\$500.00	\$2,090.00	\$18,000.00	\$27,735.00	\$429,614.00	2018

Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
Environmental Working Group	Ken Cook	President	\$295,000.00			\$8,500.00	\$9,062.00	\$312,562.00	2017
Farm Credit Council	Todd Van Hoose	President & CEO	\$500,021.00	\$237,500.00	\$13,845.00	\$9,509.00	\$3,038.00	\$763,913.00	2017
Farm Foundation	Constance Cullman*	President & CEO	\$222,933.00	\$33,000.00		\$33,660.00	\$7,551.00	\$297,144.00	2018
Feeding America	Diana Aviv* (started 7/17-1/18)		\$590,047.00	\$192,258.00	\$23,983.00	\$34,050.00	\$20,571.00	\$860,909.00	2018
Fertilizer Institute	Chris Jahn	President & CEO	\$552,374.00			\$15,967.00	\$31,747.00	\$600,088.00	2017
FFA Foundation	Molly Ball	President	\$213,094.00		\$55,404.00			\$268,498.00	2018
FFA Organization	Mark Poeschl	CEO	\$172,241.00		\$117,393.00			\$289,634.00	2018
Florida Sugar Cane League	Ryan Weston	CEO	\$541,667.00	\$137,500.00				\$679,167.00	2017
Food and Water Watch	Wenonah Hauter	Executive Director	\$226,600.00			\$22,660.00	\$8,833.00	\$258,093.00	2017
Food Marketing Institute	Leslie G. Sarasin	President	\$1,367,572.00	\$911,705.00	\$30,571.00	\$21,600.00	\$28,983.00	\$2,360,431.00	2017
Food Research & Action Center	James Weill	President	\$195,331.00			\$18,228.00	\$21,109.00	\$234,668.00	2017
Friends of the Earth	Erich Pica	President	\$190,000.00			\$5,700.00	\$5,659.00	\$201,359.00	2018
Grocery Manufacturers Association	Pamela Bailey (1/18-7/18)*	President & CEO	\$800,809.00		\$3,888,461.00	\$511,584.00	\$24,150.00	\$5,225,004.00	2018
Grocery Manufacturers Association	Geoff Freeman (started 8/18)	President & CEO	\$480,551.00	\$50,000.00		\$442,468.00	\$8,301.00	\$981,320.00	2018
Growth Energy	Emily Skor	CEO	\$595,962.00	\$85,000.00	\$3,000.00	\$33,000.00	\$16,581.00	\$733,543.00	2017
Hass Avocado Board	Emiliano Escobedo	CEO	\$317,625.00		\$11,016.00			\$328,641.00	2018
Holstein-Friesian Association of America	John M. Meyer	CEO	\$299,605.00				\$30,907.00	\$330,512.00	2017
Humane Society of the U.S.	Wayne Pacelle*	President & CEO	\$69,909.00		\$134,340.00	\$2,162.00	\$1,892.00	\$208,303.00	2018
Independent Community Bankers of America	Camden Fine*	President & CEO	\$1,800,000.00	\$200,000.00	\$510,601.00	\$159,200.00	\$22,589.00	\$2,692,390.00	2017
Institute for Agriculture and Trade Policy	Juliette Majot	Executive Director	\$105,854.00		\$4,469.00			\$110,323.00	2018
International Dairy Foods Assoc.	Connie E. Tipton (7/17-1/18)*	President & CEO	\$510,843.00			\$33,300.00	\$14,808.00	\$558,951.00	2018
International Dairy Foods Assoc.	Michael Dykes (started 1/18)	President & CEO	\$709,093.00				\$27,378.00	\$736,471.00	2018
Mushroom Council	Bart Minor	CEO	\$251,544.00					\$251,544.00	2018
National 4-H Council	Jennifer Sirangelo	President & CEO	\$429,092.00		\$810.00	\$35,534.00	\$21,226.00	\$486,662.00	2018
National Assoc. of Conservation Districts	Jeremy Peters	CEO	\$156,090.00			\$7,846.00	\$7,181.00	\$171,117.00	2017
National Association of Counties	Matthew Chase	CEO/Executive Director	\$382,676.00	\$45,000.00	\$4,630.00	\$31,590.00	\$27,636.00	\$491,532.00	2017
National Assoc. of State Departments of Agriculture	Barbara Glenn	CEO	\$256,001.00			\$10,800.00	\$6,416.00	\$273,217.00	2018

Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
National Association of Wheat Growers and National Wheat Foundation	Chandler Goule (3)	CEO	\$247,854.00		\$32,080.00			\$279,934.00	2017
National Audubon Society	David Yarnold	President & CEO	\$502,591.00	\$100,000.00	\$28,582.00	\$21,600.00	\$23,533.00	\$676,306.00	2018
National Biodiesel Board	Donnell Rehagen	CEO	\$297,456.00	\$15,000.00		\$16,349.00	\$21,088.00	\$349,893.00	2018
National Bison Association	Dave Carter	Executive Director	\$74,715.00					\$74,715.00	2017
National Cattlemen's Beef Assoc.	Kendal Frazier	CEO	\$388,997.00	\$75,000.00	\$6,990.00	\$21,200.00	\$15,432.00	\$507,619.00	2017
National Chicken Council	Michael J. Brown	President	\$531,806.00				\$43,602.00	\$575,408.00	2017
National Confectioners Association	John H. Downs Jr.	President & CEO	\$958,568.00	\$140,000.00		\$83,250.00	\$18,640.00	\$1,200,458.00	2018
National Corn Growers Association	Chris Novak (10/17-8/18)	CEO	\$434,933.00			\$27,000.00	\$25,468.00	\$487,401.00	2018
National Corn Growers Association	Jon Doggett (started 9/18)	CEO	\$299,551.00			\$27,000.00	\$25,468.00	\$352,019.00	2018
National Cotton Council	Gary Adams	President & CEO	\$284,915.00		\$1,609.00	\$32,438.00	\$28,186.00	\$347,148.00	2017
National Council of Farmer Cooperatives	Charles Conner	President & CEO	\$532,184.00	\$175,000.00		\$32,400.00	\$9,777.00	\$749,361.00	2017
National Dairy Promotion and Research Board	Thomas Gallagher (1)	CEO	\$625,000.00					\$625,000.00	2018
National Farmers Union	Roger Johnson	President	\$292,897.00	\$30,000.00		\$16,200.00	\$8,400.00	\$347,497.00	2017
National Fluid Milk Processor Promotion Board/Milk PEP	Julia Kadison	CEO	\$307,434.72	\$44,354.18				\$351,788.90	2018
National Grain and Feed Association	Randall Gordon	President	\$335,452.00			\$45,559.00	\$22,840.00	\$403,851.00	2018
National Grange	Betsy Huber	National President	\$54,677.00					\$54,677.00	2017
National Grocers Association	Peter Larkin	President & CEO	\$554,581.00	\$174,900.00	\$3,089.00	\$72,000.00	\$37,440.00	\$842,010.00	2017
National Honey Board	Margaret Lombard	CEO	\$200,000.00		\$12,000.00			\$212,000.00	2018
National Mango Board	Manuel Michel	Executive Director	\$150,000.00	\$15,000.00				\$165,000.00	2018
National Milk Producers Federation	Jim Mulhern	President & CEO	\$702,600.00	\$120,000.00	\$5,442.00	\$29,700.00	\$30,320.00	\$888,062.00	2017
National Oilseed Processors Association	Thomas Hammer	President	\$324,059.00			\$11,569.00	\$20,535.00	\$356,163.00	2018
National Peanut Board	Robert Parker	CEO	\$243,500.00	\$25,000.00	\$900.00			\$269,400.00	2018
National Pork Board	Bill Even	CEO	\$365,976.00	\$58,556.00				\$424,532.00	2018
National Pork Producers Council	Neil Dierks	CEO	\$289,380.00	\$78,261.00		\$21,165.00	\$22,821.00	\$411,627.00	2017

Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
National Potato Council	John Keeling*	Executive VP & CEO	\$291,385.00			\$50,000.00	\$30,594.00	\$371,979.00	2018
National Potato Promotion Board	Blair Richardson	CEO	\$538,500.00		\$43,080.00			\$581,580.00	2018
National Processed Raspberry Council	Tom Krugman	CEO	\$126,000.00					\$126,000.00	2018
National Renderers Association	Nancy Foster	President & CEO	\$234,543.00			\$12,193.00	\$11,495.00	\$258,231.00	2017
National Restaurant Association	Dawn M. Sweeney	President & CEO	\$1,690,000.00	\$1,580,721.00	\$44,855.00	\$1,862,070.00	\$24,384.00	\$5,202,030.00	2017
National Rural Electric Cooperative Association	Jim Matheson	CEO	\$1,123,067.00	\$113,500.00	\$17,723.00	\$124,267.00	\$33,457.00	\$1,412,014.00	2017
National Save the Family Farm Coalition	Lisa Griffith*	Interim Executive Director	\$51,745.00		\$1,552.00			\$53,297.00	2017
National Turkey Federation	Joel Brandenburger	President & CEO	\$285,848.00				\$44,074.00	\$329,922.00	2017
National Watermelon Board	Mark Arney	CEO	\$209,953.00	\$9,000.00	\$6,000.00		\$17,997.00	\$242,950.00	2018
National Wildlife Federation	Collin O'Mara	President & CEO	\$311,930.00	\$11,523.00	\$36,378.00	\$17,500.00	\$21,585.00	\$398,916.00	2017
Natural Resources Defense Council	Rhea Suh*	President	\$497,907.00			\$18,550.00	\$18,201.00	\$534,658.00	2017
North American Blueberry Council & U.S. Highbush Blueberry Council	Mark Villata*(4)	President	\$276,015.00			\$17,100.00	\$23,467.00	\$316,582.00	2017
North American Meat Institute	Barry Carpenter*	President & CEO	\$468,199.00	\$160,000.00	\$26,546.00	\$21,600.00	\$9,470.00	\$685,815.00	2017
North American Millers Association	James A. McCarthy	President & CEO	\$252,009.00			\$23,790.00	\$24,255.00	\$300,054.00	2018
Organic Consumers Association	Ronald Cummins	International Director	\$112,800.00					\$112,800.00	2017
Organic Trade Association	Laura Batcha	CEO & Executive Director	\$260,772.00					\$260,772.00	2017
Paper and Packaging Board	Mary Anne Hansan	CEO	\$273,500.00					\$273,500.00	2018
People for the Ethical Treatment of Animals	Ingrid Newkirk	President	\$46,658.00		\$2,047.00			\$48,705.00	2018
Pheasants Forever Inc.	Howard K. Vincent	President & CEO	\$283,251.00	\$14,489.00	\$20,250.00	\$15,091.00	\$16,789.00	\$349,870.00	2018
Ranchers Cattlemen Action Legal Fund; United Stockgrowers of America	William Bullard Jr.	CEO	\$175,190.00					\$175,190.00	2017

Name of Organization	President/CEO/ Executive Director or VP	Position	Base Compensation	Potential Bonus	Other Compensation	Retirement/ Deferred Payment	Tax-Free Benefits	Total Compensation	Filing Year
Renewable Fuels Association	Robert Dinneen*	President & CEO	\$398,200.00	\$125,000.00		\$53,000.00	\$29,239.00	\$605,439.00	2017
Rural Advancement Foundation International USA - (Sponsors National Organic Coalition)	Scott Marlow – 1/17 -10/17* (5)	Executive Director	\$76,679.00		\$17,215.00			\$93,894.00	2017
Rural Advancement Foundation International - Sponsors National Organic Coalition	Edna Rodriguez started 11/17 (5)	Executive Director	\$76,611.00		\$15,389.00			\$92,000.00	2017
Snack Food Association	Elizabeth Avery	President & CEO	\$330,557.00	\$40,000.00		\$13,918.00	\$6,147.00	\$390,622.00	2018
Softwood Lumber Board (out-sourced contractor)	Steve Lovett	CEO	\$289,327.00	\$150,000.00	\$101,264.00			\$540,591.00	2018
U.S. Beet Sugar Association	Brian Baenig	President	\$324,062.00		\$27,000.00			\$351,062.00	2017
U.S. Dairy Export Council	Tom Vilsack	President & CEO	\$733,333.00		\$46,877.00	\$27,000.00	(\$6,653.00)	\$800,557.00	2017
U.S. Farmers and Ranchers Alliance	Randy P. Krotz*	CEO	\$208,462.00	\$10,000.00	\$6,000.00	\$28,075.00	\$13,647.00	\$266,184.00	2017
U.S. Grains Council	Tom Sleight*	President & CEO	\$357,827.00			\$43,500.00	\$19,085.00	\$420,412.00	2017
U.S. Meat Export Federation	Philip Seng*	President & CEO	\$392,095.00			\$24,410.00	\$24,993.00	\$441,498.00	2017
U.S. Poultry & Egg Association	John Starkey	President	\$305,434.00			\$26,676.00	\$8,957.00	\$341,067.00	2017
U.S. Soybean Export Council	James Sutter	CEO	\$420,645.00	\$42,500.00	\$20,983.00	\$17,266.00	\$32,979.00	\$534,373.00	2017
U.S. Wheat Associates	Vince Peterson	President	\$252,571.00		\$55,740.00			\$308,311.00	2018
Union of Concerned Scientists	Kenneth Kimmell	President	\$296,755.00		\$1,500.00	\$21,600.00	\$27,354.00	\$347,209.00	2018
United Fresh Produce Association	Thomas Stenzel	President & CEO	\$508,616.00	\$233,349.00	\$118,859.00	\$202,600.00	\$8,256.00	\$1,071,680.00	2018
United Sorghum Checkoff and National Sorghum Producers	Tim Lust (2)	CEO	\$216,935.00	\$10,250.00		\$5,750.00	\$9,697.00	\$242,632.00	2018
United Soybean Board	Polly Ruhland	CEO	\$500,000.00	\$50,000.00		\$49,500.00	\$9,900.00	\$609,400.00	2018
USA Rice Federation	Elizabeth C. Ward	President & CEO	\$358,022.00	\$50,000.00		\$39,750.00	\$15,982.00	\$463,754.00	2017
Waterkeeper Alliance	Marc Yaggi	Executive Director	\$219,623.00	\$33,440.00			\$37,363.00	\$290,426.00	2018
Waterways Council	Michael Toohey	President & CEO	\$320,696.00	\$60,000.00	\$6,858.00		\$41,055.00	\$428,609.00	2017
Western Fairs Association Inc.	Stephen Chambers*	Executive Director	\$115,938.00		\$12,000.00			\$127,938.00	2018

Footnotes:

\* No longer serves as CEO

(1) Thomas Gallagher is compensated from both DMI and National Dairy Promotion and Research Board.

(2) Tim Lust is CEO of both the Sorghum Checkoff and Producer Group.

(3) Chandler Goule is CEO of NAWG and the National Wheat Foundation.

(4) Mark Villatta was President of both Councils. Kasey Cronquist is the new CEO, started July 29.

(5) Scott Marlow is no longer Executive Director, but still on staff. Edna Rodriguez was on staff and became Executive Director in November.

## Dem candidates take aim at Trump's China trade war

The U.S.-China trade war just intensified with new and increased tariffs hitting both sides on Sunday. As the tariff tit-for-tat shows no sign of abating during warnings of economic recession, Democratic presidential hopefuls are raising alarms and lashing out at President Donald Trump's handling of the dispute that's expected to escalate even further next month.

President Trump just this weekend said his bailout funds for the U.S. ag sector will make it better off than when trade was flowing normally to China, but American farmers and manufacturers are growing increasingly worried and the Democratic candidates are pouncing.

**“President Trump may think he's being tough on China, (but) all he has delivered as a consequence of that is American farmers, manufacturers and consumers losing and paying more,” former Vice President and front-running Democratic candidate Joe Biden said in an August speech. “His economic decision-making is short sighted ... and so is the rest of his foreign policy.”**

Trump has vacillated lately between claims that China is ready to capitulate and warnings that China will hold out until after the 2020 election, while farmers are tiring of the dispute that is drastically cutting exports. The latest Chinese retaliation — a 5-10% increase in tariff rates on \$75 billion worth of U.S. goods — went into effect on Sunday and impacts a wide variety of farm commodities.

**That offers new ammunition to Democratic candidates like former Texas Rep. Beto O'Rourke, who recently laid out a trade agenda that highlights ending “the trade war with China by eliminating the Trump tariffs. In exchange, China would revoke its retaliatory tariffs on American products like soybeans, beef, cars, and planes.”**

But O'Rourke, like Biden, is walking a thin line when it comes to China. The country has been vilified for years for both stealing U.S. intellectual property as well as trying to force U.S. companies to hand over technology in exchange for doing business there. That's why the candidates, while voicing strong opposition to Trump's tactics, are careful to also promise they will take a tough stance on China.

O'Rourke, an early favorite after nearly taking Republican Ted Cruz's seat in the Senate, has had a weaker showing in the polls than many expected, but he came on strong last week against Trump's trade war. He's promised to end the tariffs on his first day in office, but still remain tough on China.

On one hand, Trump's tariffs “have been a disaster for American farmers and ranchers, destroying their long-standing relationships with customers abroad and forcing many family farms into bankruptcy,” according to an online missive posted by the



Pete Buttigieg

candidate. But on the other hand, he stresses, China's abuses must be confronted, primarily through the World Trade Organization.

Pete Buttigieg, the South Bend, Ind., Mayor and presidential candidate, is also hitting Trump's tariffs on China hard, calling them impotent gestures that are creating unnecessary pain for America's farmers and manufacturers.

"Well, we have a lot of different forms of leverage in the relationship," Buttigieg said recently on CNN's State of the Union. "But it's also a fool's errand to think you're going to be able to get China to change the fundamentals of their economic model by poking them in the eye with some tariffs ... **I was just in Iowa in rural parts of the state talking with a lot of farmers, who —**



Elizabeth Warren

**many of whom are Republicans or supported this president, and are now asking the question, how much longer are we supposed to take one for the team?** The president has said repeatedly that he's on the cusp of getting a deal. The president has failed to deliver a deal. And I expect he will continue to do so."

Massachusetts Sen. Elizabeth Warren, who has been moving up in opinion polls, says — like Trump — she'll take on China for manipulating its currency, but she also makes clear she would be far less likely to depend so heavily on import taxes.

**"We've let China get away with the suppression of pay and labor rights, poor environmental projects and years of currency manipulation,"** she said in an essay on trade. "All to add some zeroes to the bottom lines of big corporations with no loyalty or allegiance to America. And unlike Trump, while I think tariffs are an important tool, they are not by themselves a long-term solution to our failed trade agenda and must be part of a broader strategy that this Administration clearly lacks."

Candidate Bernie Sanders, the independent senator from Vermont, hews closer to Warren's views, but he often reminds reporters that he was against normalizing trade with China in the first place. Echoing Trump, Sanders said in a recent NPR interview that the U.S. got snookered when it agreed to allow China into the World Trade Organization. Trump has similarly criticized the deal as weak, allowing China to take advantage of the U.S.

And while China is now the primary front of Trump's war to cut the U.S. trade deficit, he has also been threatening and levying tariffs on Canada, Mexico, India, Japan, South Korea and the European Union.

Biden's solution is essentially an alliance with the European Union, which has which has also complained heartily in recent years over China's intellectual property theft.

**"We need to get tough with China,"** Biden said in a New York speech. "If China has its way, it's going to keep ... robbing U.S. firms ... and we need to build a united front of friends and partners to challenge China's abusive behavior."

Trump continues to take the opposite stance, while threatening new tariffs on the Europeans.

**"For all of the 'geniuses' out there, many who have been in other administrations and 'taken to the cleaners' by China, that want me to get together with the EU and others to go after China Trade practices remember, the EU & all treat us VERY unfairly on Trade also. Will change!"** Trump said in a tweet Tuesday.



A Democratic congressman from Iowa who is not running for reelection, Dave Loebsack, admits that the Democratic prescription for handling China may not move the Chinese either.

**“I believe we should have started at the World Trade Organization and gradually ratcheted up the pressure, if need be. ... And we should have gotten a number of our allies, especially in Europe, on board as well. I don’t know that it would have been successful, but it hasn’t been successful the way the president is doing it either,”** said Loebsack, talking to reporters at the Iowa State Fair where most of the candidates were campaigning last month.

Many of the Democratic candidates also oppose another method of bringing China to heel, the 12-nation Trans-Pacific Partnership negotiated under President Barack Obama. The TPP was designed to isolate China economically, but Trump withdrew the United States from the TPP and even Biden now says it would have to be renegotiated before the United States would join the deal in its new form.

The multilateral deal is the approach to take, says Joe Glauber, a senior research fellow at the International Food Policy Research Institute, former chief agriculture negotiator for the U.S. Trade Representative and former USDA chief economist, told *Agri-Pulse*.

Foreign allies and major trading partners are lining up to volunteer to work with the U.S., says Glauber, but Trump continues to levy tariffs unilaterally — an act that violate WTO rules.

**“Here we are on one hand complaining that China doesn’t follow the rules, but our reaction is to break the rules ourselves,”** he said. **“I think it’s a big mistake.”**

The U.S. recently won two major cases at the WTO against China’s domestic farm supports and failure to enact tariff rate quotas. On Monday, China filed an official complaint to the WTO over the latest U.S. tariffs on billions of dollars of Chinese imports.

Trump declared on Sunday that America’s farmers are not suffering because of the trade war. Despite the massive losses in exports, Trump’s two bailout packages worth a combined \$28 billion are insulating them from harm, he said.

**“I’m making the farmers more than whole,”** Trump said. **“The farmers are doing better than if China, frankly, were buying.”**

But that’s not the message coming from the U.S. ag sector.

“While the latest Chinese tariffs are no surprise, they are no more welcome than before,” American Farm Bureau President Zippy Duvall said in a Tuesday statement. **“The Trump Administration must focus on keeping the negotiations with China on course to resolve this trade war.”**

The National Pork Producers Council says the latest Chinese tariffs helped push import taxes on U.S. pork up 72%, assuring that American exporters will lose out on the major opportunity being created by the spread of African Swine Fever through China.

And Democrats like Buttigieg have been responding to the rising concern on farms and ranches.

**“When it comes to rural America, I think, to (Trump), it's just the scenery that he sees out the helicopter window on the way to his golf course,”** said Buttigieg. “And when it comes to American consumers, he is completely out of touch with the impact it's going to have on the prices we pay for our goods as a result of a trade war in which both sides will lose.”

## Japan trade deal still taking shape

White House officials are telling the U.S. ag sector that they are going to win big in the miniature trade pact announced on Aug. 25 after Presidents Donald Trump and Shinzo Abe met on the sidelines of the annual G7 summit, but details are either not being divulged or haven't yet been nailed down, government and industry sources tell *Agri-Pulse*.

America's farmers are going to be "very happy" with the deal, which will contain tariff cuts that resemble the increased access to Japan's market in the former Trans-Pacific Partnership, one government official said.

But that's nowhere near good enough, say industry officials who want to make sure their producers will be able to compete on a level playing field with other suppliers in Australia, Canada, New Zealand and the European Union.

**The Trump administration held a conference call on the Japan pact for leaders of the U.S. ag sector last week, but many hung up disappointed after getting vague assurances and virtually no details.**

"Everyone is nervous because no one knows anything," one industry source told *Agri-Pulse*.

**"Nobody is providing specifics," another source said. "They're talking in general terms."**

Will Japan cut tariffs on beef, pork, dairy, wheat, ethanol and wine to the same degree it promised under TPP? Will Japan accelerate the schedule for those tariff decreases to match the schedule for countries that stayed in the TPP (now retitled the Comprehensive and Progressive Agreement for Trans-Pacific Partnership)?

That's the goal, said one government source, but farmers and ranchers are going to have to wait longer to know for sure.

**Trump and Abe are both expected to attend the opening of the 74th United Nations General Assembly session later this month. It's then that both countries are hoping to finalize the pact. Between now and then, U.S. ag leaders are hoping to get some details.**

"We believe it is important that the United States and Japan reach a deal that will create a level playing field for U.S. dairy after having pulled out of the original Trans-Pacific Partnership," International Dairy Foods Association President and CEO Michael Dykes said. "As more details of the agreement become clear, IDFA will continue to determine the impact on the dairy industry."



Michael Dykes, IDFA

**The stakes are high for dairy. Japan is the third largest foreign market for U.S. dairy, but the industry is worried it's already losing some of that market because the U.S. pulled out of TPP. Japan and the EU kicked off a new free trade agreement on Feb. 1, about a month after Japan and 10 other Pacific Rim countries implemented the CPTPP. Japan cut tariffs in both of those pacts, improving access for dairy, beef, wheat, pork, wine, fruits and vegetables. The U.S. was left out.**

Japan buys roughly \$300 million of cheese, whey, lactose and skim milk powder per year,

but the EU and countries like Australia and New Zealand — with newly reduced tariffs — are looking to take some of that business away.

The U.S. Dairy Export Council estimates that if U.S. exporters don't get on equal footing with their foreign competitors, U.S. dairy exports will drop by \$90 million over the next five years.

Even with so little information coming out, some groups are optimistic.

**“We don't think there's any reason we'd get less than even footing with our competitors in Canada and Australia,”** said Steve Mercer, a spokesman for the U.S. Wheat Associates.

If the Trump administration does come through for U.S. wheat, it will be a major relief for the sector. The U.S. sells about 3 million metric tons of wheat to Japan yearly, but the U.S. grain is getting more expensive. Japan has already cut tariffs twice on wheat from Europe and CPTPP countries. As of April 1, U.S. wheat became about \$20 per ton — roughly 55 cents per bushel — more expensive than wheat from Australia, Canada and elsewhere.

U.S. cattle ranchers are also optimistic about the deal with Japan — the largest foreign market for U.S. beef — and they are counting on it to put them back on a level playing field with other exporters from countries like Australia.

**“Even though Japan is our biggest export market, we still face a 38.5% tariff, and unfortunately our competitors have a leg up on us,”** says Kent Bacus, director of international trade and market access for the National Cattlemen's Beef Association. “Australia, New Zealand, Canada and Mexico — their tariff is only 26.6% and it's phasing down to 9%. So, if we don't do anything soon, we're going to see that gap grow.”

One sector that's sure it will not get what Japan promised it in TPP is rice.

**California's rice farmers were promised a 50,000-ton duty-free quota for U.S. rice that would rise to 70,000 tons in 13 years under TPP, but that has been left out of the new trade agreement, at least for now,** according to the USA Rice Federation. The only rice Japan buys from the U.S. is the medium grain variety from California.



*Charley Mathews, USA Rice*

"While we are certainly disappointed to hear that rice wasn't included in last week's discussions, we remain committed to working with the U.S. government to realize improved rice trade," said Charley Mathews, chair of USA Rice. "At this point, we're faced with a 700 percent tariff on U.S. rice going into Japan, which translates to a lack of consumer access."

There is still some hope, though. The Japan FTA is being done in phases, and this one is merely the first, concentrating on ag, e-commerce and industrial tariffs. Still, further phases may be a long way off.

“This is supposed to be done in phases,” one industry source said. “This is phase one, but who knows when phase two will come.”

But the first phase isn't even done yet, and the U.S. ag sector won't likely rest until it is.

“This is very exciting news, but it doesn't mean the deal is done,” Bacus said.

## **ERS: Food insecurity declines to prerecession levels**

Food-insecure households in the United States, defined as those who “had difficulty at some time during the year providing enough food for all their members due to a lack of resources,” declined to prerecession levels last year, USDA's Economic Research Service reported Wednesday.

**The drop in food insecurity from a percentage of 11.8% of households in 2017 to 11.1% in 2018 “was statistically significant and continued a decline from a high of 14.9% in 2011,” ERS said in a summary of the report.**

The number of households with “very low food security” declined slightly, from 4.5% to 4.3%. That 4.3% represents about 5.6 million households, but ERS said the decrease was not statistically significant. “In this more severe range of food insecurity, the food intake of some household members was reduced and normal eating patterns were disrupted at times during the year due to limited resources,” ERS said.

"Children were food insecure at times during 2018 in 7.1% of U.S. households with children (2.7 million households), not significantly different from 7.7 percent in 2017," ERS said. Those households "were unable at times to provide adequate, nutritious food for their children."

Children in households with very low food security declined to 0.6%, or 200,000 households, not a statistically significant difference from 0.7% in 2017, ERS said

Children “are usually shielded from the disrupted eating patterns and reduced food intake that characterize very low food security,” the report said. Households with very low food security among children reported that kids “were hungry, skipped a meal, or did not eat for a whole day because there was not enough money for food.”

“The typical (median) food-secure household spent 21% more for food than the typical food-insecure household of the same size and composition,” ERS said. “These estimates include food purchases made with Supplemental Nutrition Assistance Program (SNAP) benefits.”

Most food-insecure households in the survey reported they had participated in one or more of the three largest federal nutrition assistance programs in the previous month: SNAP, the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); and the National School Lunch Program.

Data for the report come from an annual Census Bureau survey.

## **Farm Hands West: Newsom makes new appointments to CalEPA**

Governor **Gavin Newsom** has elevated **Yana Garcia** to deputy secretary from assistant secretary for environmental justice, tribal affairs and border relations at the California Environmental Protection Agency. Garcia Gonzalez has served as assistant secretary for environmental justice and tribal affairs at the California Environmental Protection Agency since 2016. She was associate attorney at Earthjustice from 2015 to 2016, staff attorney at Communities for a Better Environment from 2013 to 2015 and a legal research attorney at the San Francisco County Superior Court from 2012 to 2013...**Caroline Godkin** has been appointed to deputy secretary for environmental policy and emergency response at the California Environmental Protection Agency. She previously served as the deputy secretary for legislation at the California Natural Resources Agency since 2016. She was deputy director for legislation at the California Department of Forestry and Fire Protection from 2011 to 2016 and senior fiscal and policy analyst at the Legislative Analyst's Office from 2008 to 2011.

**John May** has been tapped by the board of directors for Deere & Company to serve as the new CEO succeeding **Samuel Allen**, effective November 4. May was also selected to serve as a member of the board, effective immediately. May previously served as Deere's president and chief operating officer since April 2019, and will become the 10th chief executive in the company's 182-year history.

Secretary of Agriculture **Sonny Perdue** has sworn in **Brandon Lipps** as deputy undersecretary of the Food, Nutrition, and Consumer Services (FNCS) and **Pam Miller** as the administrator of the Food and Nutrition Service (FNS) at USDA). Lipps has served as Administrator of the Food and Nutrition Service, and also as acting deputy undersecretary of the Food, Nutrition, and Consumer Services since July 2017. Miller has served as the USDA's Food and Nutrition, and Consumer Services (FNCS) senior associate administrator for policy since September 2018 ... Perdue also announced the appointment of five individuals to the United Sorghum Checkoff Program (USCP) board of directors. Serving a three-year term includes: **Kendall Hodgson**, Little River, Kan.; **Jeffrey D. Zortman**, Fowler, Kan.; **Kent L. Martin**, Alva, Okla.; **Joshua Birdwell**, Malone, Texas. Serving a one-year term at-large is **James Haase**, Eads, Colo.

**Mary Bohman** is now the deputy director of the Bureau of Economic Analysis. She brings over 20 years of experience to the Bureau, previously serving at the Department of Agriculture. She most recently served as associate administrator of the Department's Animal and Plant Health Inspection Services. Before that, she was the administrator of USDA's Economic Research Service

The Farm Credit Administration selected **Robert Coleman** to serve as the new chief operating officer, succeeding **Bill Hoffman**, who retires on Sept. 3, after 25 years of federal service. Coleman has served as chief examiner and director of the Office of Examination for the past nine years. **Roger Paulsen**, who has been deputy director of the Office of Examination since 2013, will serve as acting chief examiner.

**David Grahn** has been tapped by the Farm Credit Administration (FCA) to serve as the new director of the Office of Regulatory Policy. Grahn joined FCA in early 2018 as associate general counsel in the Office of General Counsel. Before that, he served 30 years at the USDA, beginning as a law clerk and ending as associate general counsel for the International Affairs, Food Assistance, and Farm and Rural Programs Division in the Office of General Counsel.



David Grahn, FCA

The Food and Drug Administration (FDA) has hired **Regina Tan** to serve as the director of the Center for Veterinary Medicine's Office of Research. Tan comes to FDA from the Department of Agriculture's Food and Nutrition Service (FNS), where she oversaw the organization's Office of Food Safety. Before joining FNS, Tan was the director for Recall Management and Technical Analysis at USDA's Food Safety Inspection Service. Tan has also served at CDC as an Epidemic Intelligence Service Officer and Preventive Medicine Fellow.

Chobani promoted **Peter McGuinness** to president of the company. He previously served as the chief commercial and marketing officer since 2017. McGuinness will oversee Chobani's Demand function, supply chain, manufacturing, sustainability, and research and development functions. Chobani has also promoted **Federico Muyschondt** to chief customer officer, **Jason Blaisure** to senior vice president of supply chain, **Parag Agrawal** to chief information officer, and **Grace Zuncic** to chief people and culture officer. **Mick Beekhuizen** is departing Chobani where he served as the chief financial officer. **Michelle Brooks**, current Chobani treasurer, will serve as interim chief financial officer.

Kraft Heinz has named **Paulo Basilio** as the new CFO, replacing **David Knopf**. Basilio currently serves as the chief business planning and development officer and will take over as CFO on September 1. Knopf became CFO in 2017, and will return to 3G Capital where he served as a partner starting in 2015.

General Mills Inc. promoted **Kofi Bruce** to the position of CFO, effective Feb. 1. Bruce will also become vice president for financial operations, effective immediately. In a transition period, Bruce will work alongside outgoing CFO **Donal Mulligan**, who will move into an advisory role once the transition is complete.

**Steve Dietze** has joined the EFC Systems as the new senior vice president of business development, effective August 14. Dietze will focus on opening new markets and strategic business relationship opportunities for the company. He comes to EFC Systems from Wilbur-Ellis Company where he's worked the past 16 years, most recently as vice president of strategy.

**Nigyar Makhmudova** is the new executive vice president of growth and innovation at Danone S.A. She brings over 25 years of experience, and will be responsible for overseeing Danone's global marketing, innovation, R&D and digital sales functions.

The American Farmland Trust (AFT) hired **Mitch Hunter** as its new research director. He is in charge of building AFT's collaborative research program, including its "Farms Under Threat" initiative. He will be based in St. Paul, Minnesota.

Sipcam Agro USA has promoted **Michael Maravichto** to vice president of sales and marketing. He previously served as the vice president of specialty business.

The National Association of State Departments of Agriculture hired **Lacy Pitts** as the new executive administrator to NASDA CEO **Barbara Glenn**. Pitts most recently interned in the office of Rep. **Roger Marshall**, R-Kan., and is a graduate of Kansas State University.



Lacy Pitts, NASDA

The World Food Prize Foundation added **Purvi Mehta**, head of Asia Agriculture for the Bill & Melinda Gates Foundation, to the Council of Advisors. Mehta will review, advise and guide the World Food Prize leadership on their policies as well as help lead and design the Foundation programs.

**Eric Henshall** has been promoted to senior legislative assistant in Rep. **Anna Eshoo**'s, D-Calif., office. Henshall covers the portfolio for agriculture, energy, environment, natural resources, transportation, and immigration.

**Joshua Izaak** has been promoted to legislative director from senior policy counsel in Rep. **Nanette Diaz Barragán**'s, D-Calif., office. Izaak handles the telecommunications, technology, labor, and small business portfolio.

**Heather Purcell** has been promoted to deputy chief of staff and communications director in the office of Rep. **Ro Khanna**, D-Calif.

**Alejandra Leynez** is the new legislative assistant for Rep. **Linda Teresa Sánchez**, D-Calif., covering the portfolio for immigration, labor, and employment. Leynez previously served as a fellow to Rep. **Lucille Roybal-Allard**, D-Calif.

**Justin Weiss** is now the communications director for Rep. **Adam Smith**, D-Wash. He comes from Rational 360 where he served as senior associate.

**John Ochs** passed away on August 6 at the age of 68. In 1981, Ochs moved to Washington D.C., to work for **John Block**, Secretary of Agriculture under President Ronald Reagan. He served eight years at USDA, then moved to work for the Ford Motor Company. He became the director of public relations, moving to Lancaster County, Pennsylvania, and finally to Ann Arbor, Michigan, where he retired in 2003. He was a 35-year honorary member of the National Farm Broadcasters Association, receiving the Distinguished Service Award in 1985. He also received the Distinguished Service Award from the United States Department of Agriculture in 1986. His funeral will be held at 10 a.m., Saturday, October 26, 2019, at St. Joseph's Parish in Stringtown, Illinois. In lieu of flowers, donations may be made to the Wounded Warrior Project, PO Box 758517, Topeka, Kansas 66675, in John's memory.

**Best regards,**

**Sara Wyant**

**Editor**

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