



# **ASA TRADE-RELATED MEDIA “BLITZ”**



## The Global Situation

- Trump made campaign promises to return manufacturing and jobs to the U.S. and rebalance the trading relationship with China over what he believes unfair:
  - (1) U.S. trade deficit
  - (2) China's trade practices - technology transfers, intellectual property rights
- Jan. 2018, after a series of trade investigations, U.S. launched first of what would become a series of tariffs levied on Chinese imports to the U.S.
- The tariffs started with *non-ag* products like steel and aluminum.
- By April, China began retaliating, and U.S. *ag products* including pork, fruits, wine and nuts came under attack.
- The trade war intensified as the month wore on, with 25% tit-for-tat tariffs waged on billions of dollars of U.S. and Chinese goods.
- *Soybeans first became a target, with tariffs slated to take effect in July.*



# The Soybean Situation

- 51% of the U.S. soy crop is exported annually.
- Soybeans are America's top agricultural export, with \$27 billion sales in 2017.
- China is the #1 market for U.S. soybeans, accounting for \$14 billion sales in 2017.
- 61% of total U.S. soybean exports went to China in 2017, which is nearly a third of total U.S. soybean production.

*Soybean meal is a quality source of protein for making animal feed, particularly in China, where a growing middle class eats more pork.*

*1 in 3 rows of soybeans grown in the U.S. goes to China.*



## The Day the Tariffs Took Effect: **July 6, 2018**

A **25% tariff** on U.S. beans shipped to China - threatened since April - becomes reality.

The Peak Pegasus, trying to beat the duty deadline with \$20M in U.S. beans, loses its race to port by mere hours, becoming a tangible symbol of soybean sales that would screech to a halt.

**Sales would plummet, prices would drop 20-25%.**





## “Blitz” according to Oxford Dictionary

### **blitz**

*/blits/* noun

1. an intensive or sudden military attack.

Similar: bombardment, battery, bombing, onslaught, barrage, sally, attack, assault, raid, offensive, strike, blitzkrieg, razzia

2. (INFORMAL) a sudden, energetic, and concerted effort, typically on a specific task.

“a major press blitz”

Similar: all-out effort, effort, exertion, endeavor, onslaught, attack



**WHAT DOES AN  
INTERNATIONAL PRESS  
BLITZ LOOK LIKE?**



**DW** Mein Deutsch

THEMEN MEDIEN CENTER TV DEUTSCH LERNEN

NEWSLETTER: NEWS, WELT, WIRTSCHAFT, POLITIK, WISSEN, KULTUR, SPORT

Die Sojabohne als Bumerang im Handelsstreit

Schlechte Ernte und die wichtige Agrar-Produkt für die USA und China...  
 Sojabohnen sind ein wichtiger Agrar-Produkt für die USA und China...  
 schlechte Ernte und die wichtige Agrar-Produkt für die USA und China...  
 schlechte Ernte und die wichtige Agrar-Produkt für die USA und China...



大豆へ中国報復関税 振り回される米中農家

勝者なき通商紛争

大豆への中国報復関税は、米中農家を振り回している。米農家は大豆の輸出に悩まされ、中国農家は大豆の輸入に悩まされている。...




米中摩擦で支持離れ 再選戦略に影響か

ワシントン 先月23日

トランプ大統領 先月23日

国内の農業分野を対象に 1兆7,500億円相当



品聯

9月30日中国将对美国大豆加征25%关税



9月30日中国将对美国大豆加征25%关税...  
 中国对美国大豆加征25%关税...  
 中国对美国大豆加征25%关税...  
 中国对美国大豆加征25%关税...

le dossier de l'express

LA RÉCESSION, POUR EUX, EST DÉJÀ LÀ...

Américains, les récessions précédentes ont été complètes, du moins en ce qui concerne les entreprises...  
 Les entreprises américaines ont déjà subi une récession...  
 Les entreprises américaines ont déjà subi une récession...  
 Les entreprises américaines ont déjà subi une récession...

胡明興专栏 | 美国经济衰退能加剧白金的供需与回调



美国经济衰退能加剧白金的供需与回调...  
 美国经济衰退能加剧白金的供需与回调...  
 美国经济衰退能加剧白金的供需与回调...  
 美国经济衰退能加剧白金的供需与回调...



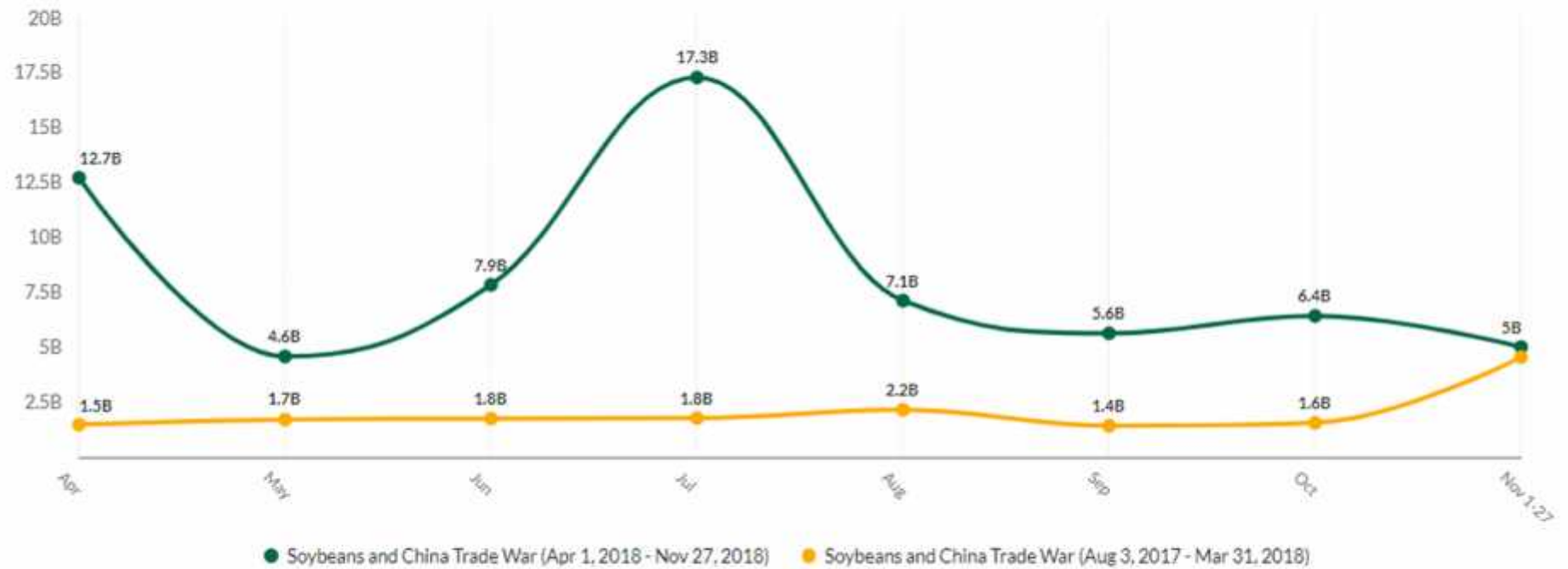
## Our ASA CEO hard at work!





# Print & Online Metrics 2018 over 2017

## Potential Reach



Apr 1, 2018 - Nov 27, 2018

The Potential Reach widget provides insight into the number of potential viewers that have been exposed to a set of media coverage.

# Soybeans and China Trade War Media Report

Apr 1, 2018 - Nov 27, 2018



## Print & Online Metrics 2018 over 2017

### Media Exposure





## Are You Ready for a Media Blitz?

- Staff
- Spokespersons
- Say what!?!? (**Messaging**)
- Sustained Strategy



## Staff

- How are media finding you?
- What's your response timeline?
- Who will respond to media?
- How are you tracking?
- Are you vetting media requests?
- How are you working with allied organizations?

*Communications matrix*



# Soy Community Media Response Model

RACI:

Responsible & Accountable

Consulted

Informed

Issue	ASA	State Soybean Orgs	USSEC	USB
International Trade / Trade Disruptions / Market Access	C	I	R/A	C
U.S. Soy International Market Research and Data	C	I	R/A	C
International Policy	C	I	R/A	C
Domestic Market Access / Biotechnology / Infrastructure	R/A	I	C	C
Federal Political Issues/Attacks (reactive)	R/A	C	C	I
Federal Policy (proactive)	R/A	C	I	I
Local and State Issues Management - Policy	C	R/A	I	I
Local and State Issues Management - Reputation	C	R/A	I	C
U.S. Soy Domestic Market Research and Data	C	C	I	R/A
U.S. Soy's Reputation / U.S. Soy Advantage (Supply, Composition, Sustainability, Innovation)	I	C	C	R/A
Soy Myths and Misinformation	I	I	C	R/A
Organizational Reputation (whichever org in question is responsible)	R/A	R/A	R/A	R/A



## RACI - What does each role mean?

**Responsible & Accountable (R&A)** – The organization will respond and take the lead.

- ) Lead email conversation across groups
- ) Set up conference calls, plan agenda and topics
- ) Communicate developments
- ) Identify and secure experts/spokespeople/third-party verifiers

**Consulted (C)** – The organization should be consulted to gather information or advice and provide consent before R/A taking a course of action.

- ) Participate in email conversation
- ) Participate in conference calls, bringing ideas and perspectives to the discussions
- ) Help identify emerging developments

**Informed (I)** – The organization should be aware of the situation.

- ) Watch email conversation
- ) Participate in calls
- ) Share any key information with the group



## Spokespersons

- Comm's team? Organization's executives? BOD/volunteer leaders?
- Extensive media training in advance for spokespersons
  - Don't wait until you're in the blitz!
  - ASA board members, governing committee, officers
  - ASA leadership programs, including ACT for social media
- Determine best spokesperson for best audience
  - Interests, background, etc.
  - **Advocacy Team** leaders
- Plan ahead!
  - **Director/Town/Metro/Drive Time/Video Capabilities**





## Advocacy Teams

- Farm Policy
- Biodiesel & Infrastructure
- Conservation, Aquaculture & Precision Ag
- Regulatory
- **Trade Policy & International Affairs**

Chair: Kevin Scott	Vice Chair: Bret Davis
Stan Born (USSEC Board)	Josh Gackle
Brian Kemp (USSEC Board)	Daryl Cates
Monte Peterson (USSEC Board)	Joel Schreurs
Staff Liaison: Hanna Abou-El-Seoud	Sam Butler



# Metro Markets & Video Capabilities

Director	Town/State	Metro	Drive Time	Video Capabilities
Bambauer, Jerry	New Bremen, Ohio	Columbus	1:36	No
Davis, Bret	Delaware, Ohio	Columbus	:39	Skype
Gackle, Josh	Kulm, ND	Fargo	2:19	Skype
Heisdorffer, John	Keota, IA	Des Moines	1:50	No
Ragland, Caleb	Magnolia, KY	Louisville	1:17	Facetime
Scott, Kevin	Valley Springs, SD	Sioux Falls	1:21	Facetime, Skype
Shaffer, Rob	El Paso, IL	Peoria	:40	Skype
Wipf, Brandon	Huron, SD	Sioux Falls	2:00	Skype



## Spokespersons (continued)

- *Your spokespersons are only as good as the information they know.*  
Fine tune how you communicate with and inform your stakeholders:
  - ASA built a password-protected resource center on ASA Website to house up-to-date information for its leaders.
  - The “**Board & State Portal**” includes:
    - Talking Points
    - Backgrounders
    - Issue Updates (informative policy news emailed to leaders)
    - Action Alerts (emails requesting members take action via our online advocacy tool, *Soy Action Center*)
- What’s worth the spokespersons’/directors’ time? ROI?
  - Rotate your spokesperson resources and know when to say no!



## Say What?!? (messaging)

- Work in advance with your governing body and executive leadership to determine the **tone** and **messaging** of your reactions
- Stay in constant contact with your sources for current, credible info
  - **Policy staff**, regulators, researchers, industry experts, etc.
- Set yourself (your spokespersons) up to stay on message!
- Align messaging with allied organizations
- Set your social strategy so it aligns with media outreach

## Sustained Strategy

- Determine your press release philosophy
- Coordinate policy fly-ins or public campaigns with:
  - Major dates like anniversaries or policy enactment
  - Allied org's or coalitions
- Revisit that media contact list and work it in between major news
- Use social campaigns and fly-ins for interim media pushes
- Draft potential scenarios in advance

90-day positive, negative, neutral





FOR IMMEDIATE RELEASE

## 90-Day Neutral

Contact: Wendy Branner  
American Soybean Association  
202-684-6070  
wbranner@soy.org

### Soybean Producers Disappointed 90 Days Brings No Tariff Conclusion

Washington, D.C. March 1, 2019. After nearly three months of negotiations, President Trump and Chinese President Xi could not reach a conclusion and bring to an end tariffs imposed on soybean exports to China since July 2018, a measure that would have brought great

David Stephens, a soybean grower from Clinton, Kentucky, and president stated, "We are glad that talks between these two countries previously expected at the 90-day deadline later this week is discouraged that "It's still hard to see a tangible end in sight."

The Chinese government has recently announced and has up to

202-684-6070  
wbranner@soy.org



FOR IMMEDIATE RELEASE

## 90-Day Negative

### U.S. Soy Growers Tired of Tariffs and Demand Relief

Washington, D.C. March 1, 2019. After three months of negotiations, President Trump and Chinese President Xi could not reach a conclusion and bring to an end tariffs imposed on soybean exports to China since July 2018. Instead imposing additional tariffs of 25 percent on \$200 billion in goods.

David Stephens, a soybean grower from Clinton, Kentucky, and American Soybean Association (ASA) president stated, "We are outraged that the Administration has failed to achieve success in negotiations and has instead chosen to escalate the trade war. These countries agreed to reach a decision in 90 days and our livelihoods have hung in the balance. We have been patient, but that patience has worn thin."

Stephens says recent purchases are not enough to offset damages done to the industry's number one market. The Chinese government recently announced and made good on purchases of American soybeans totaling around \$1.5 billion, but at the same time, it has backhandedly laid out U.S. purchases, saying



FOR IMMEDIATE RELEASE

## 90-Day Positive

### Soybean Growers Thrilled China Trade Tariffs Are Over!

Washington, D.C. April 8, 2019. After 90 days, President Trump and Chinese President Xi have a mutual agreement to end retaliatory tariffs imposed on products including U.S. soybeans since July 2018. The tariff relief comes with the conclusion of cross-based negotiations that **took 8 weeks** between the two leaders and is a relief to soy producers who have seen sales and prices suffer as a result of the war.

David Stephens, a soybean grower from Clinton, Kentucky, and American Soybean Association (ASA) president said, "Finally, we have open access to China's open market, that has been essential to our ability to repair the damage done to our relationships there. We applaud the Administration for reaching this agreement and look forward to working with them on other ways to expand our export U.S. exports."

Contact: Wendy Branner  
American Soybean Association  
202-684-6070  
wbranner@soy.org



**QUESTIONS?**