



Focused Forward

February Online Listening Report

New Reporting Features

Total Mentions

922

▼ 6%

Previous Period: 986

Shows mentions just for the reported month

Shows change from previous month

Trending Topics

1. Corn futures
2. Top markets
3. Soybean Oil

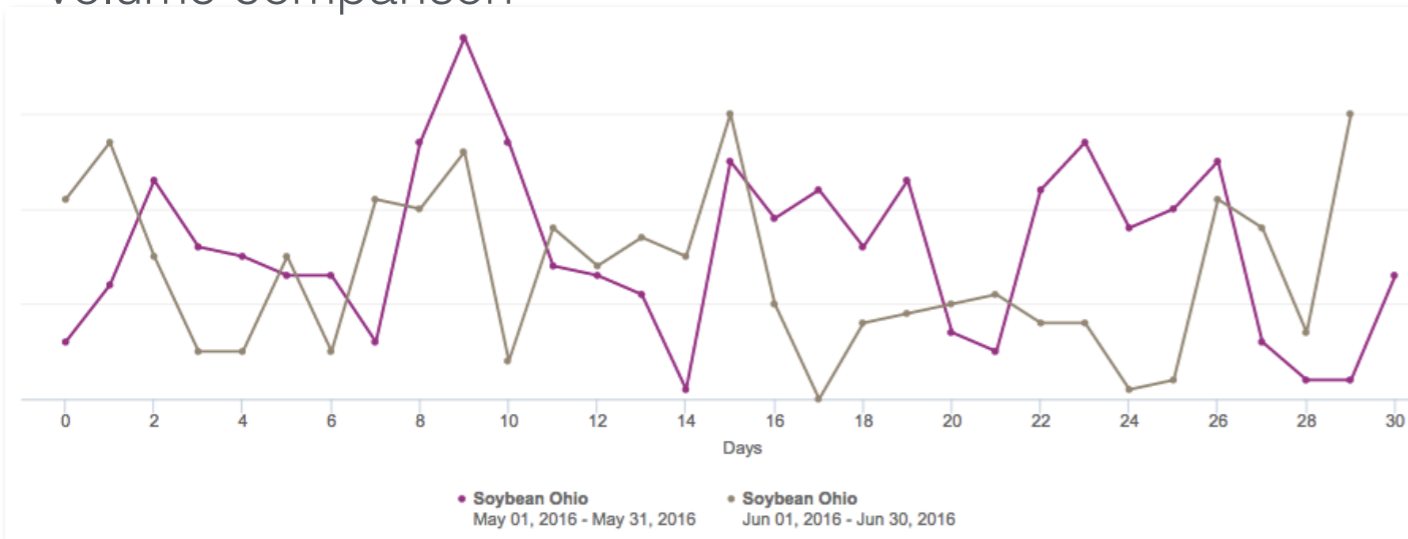
Shows trending topics within the reported month

Top News Stories

1. Soy Boom Goes Bust as Bankrupt Brazil...
2. Brazil's credit crunch threatens commodi...
3. Big Data Technology Is Boosting Farmer...

Shows top news stories, if volume is present. Not all queries will have this

Month over month volume comparison



USERNAME	IMPACT
David Stendahl @David_Stendahl	28
Rob Portman @senrobportman	26
Michelle @shell24_7	23
The Andersons @andersonsgrain	22
Carl Weiser @cweiser	21
OCJ & Ohio Ag Net @ocj_ohioagnet	21
farmanddairy @farmanddairy	21
Jenny Dewey Rohrich @PrairieCA	21
The Vindicator @vindicator	21
Plunderbund @plunderbund	21

Rob Portman @senrobportman
United States Senator from the Buckeye State.

Follow @senrobportman

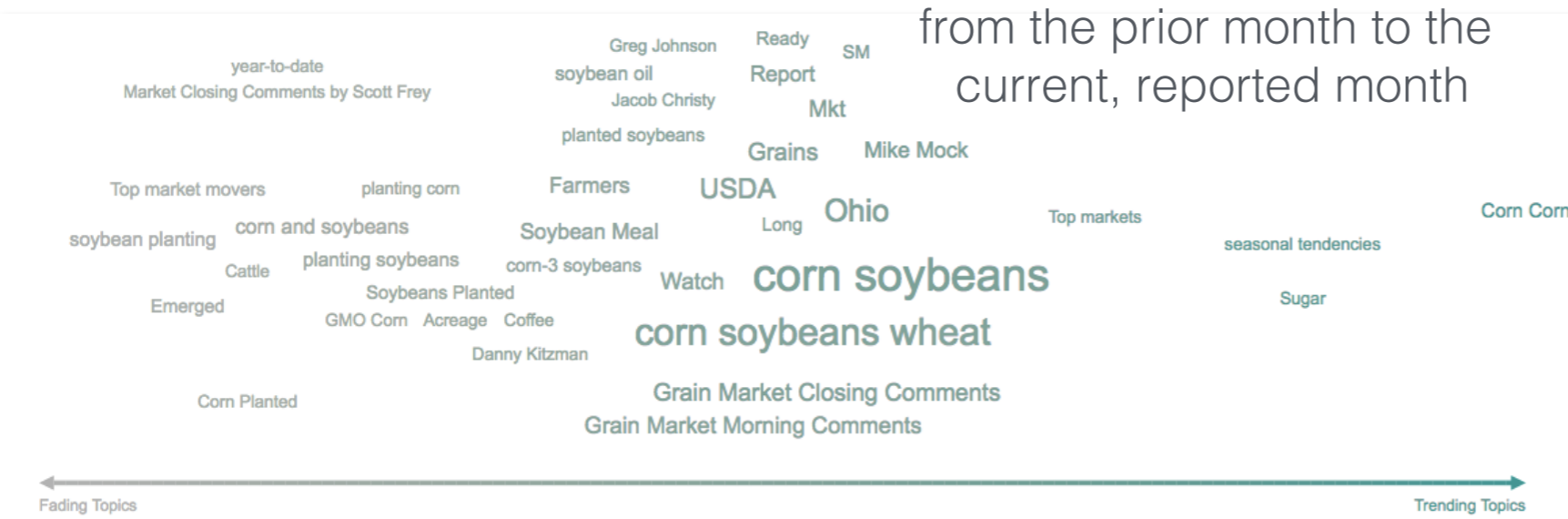
Gender	Male
Location	Ohio, United States
Profession	Politician
Interests	Politics

Latest mention of: Soybean Ohio

Rob Portman @senrobportman
Tim explained the process of the soybean harvest as it goes through the machinery and what is left behind in the field. #Ohio
pic.twitter.com/RlvY4REPBR

Shows top tweeters and their top tweet from the month reported.

Fading & Trending topics, from the prior month to the current, reported month



Ohio Farming - General

Total Mentions

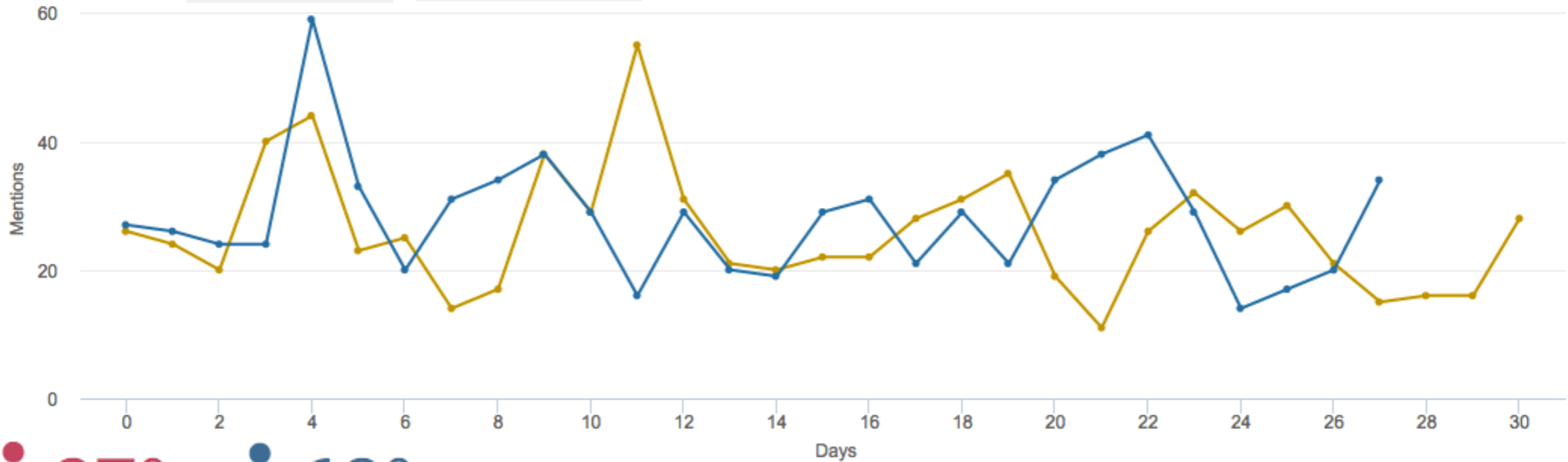
787

Unique Authors

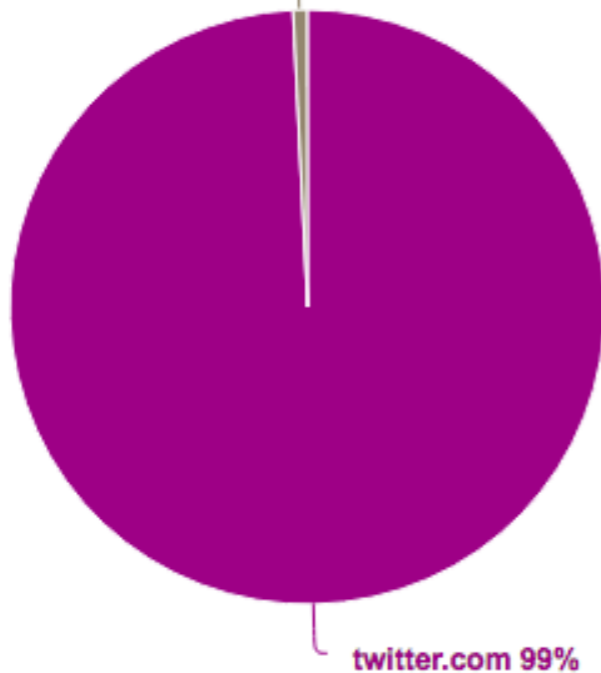
520

Trending Topics

1. Business
2. Agriculture
3. factory farming



www.instagram.com 1%



Ohio Farming

Jan 01, 2017 - Jan 31, 2017

Ohio Farming

Feb 01, 2017 - Feb 28, 2017

USERNAME	IMPACT
Jan Romes @JanRomes	26
10TV.com @10TV	25
Nick Gillespie @nickgillespie	25
WTVG 13abc @13abc	24
Ki11er Six @Ki11ersix	24
Chalé @TheRuler02	23
farmanddairy @farmanddairy	23
Janine @janinenatt	23
CherryWood @CherryFirewood	23
Duane Baker @DBaker007	23

Jan Romes @JanRomes
 Romance and women's fiction with sharp, witty characters who give as good as they get!
[Follow @JanRomes](#)

Gender: Unknown
 Location: Ohio, United States
 Interests: Books

Latest mention of: Ohio Farming
 Jan Romes @JanRomes
 RT @cottage_green: Chicken Coop humor! [etsy.com/listing/498474...](#)
[#chicken](#) [#rooster](#) [#hensrule](#) [#fresheggs](#) [#farming](#)
[pic.twitter.com/bvDjumWGKV](#)

Sign the Pet... Business

Road Agriculture Colin Kaepernick... Multiplayer factory farming

Check Twitch Live
FS17 puppy farming

Friday Night...

Steve Bannon

Matthew H. Bevere @mbevere 8 Feb
RT @JenniandAuggie: **Factory Farming** is not what you think that it is, it is unregulated torture. I won't do that to my pets or any animal ❤️ #CrueltyFree #vegan pic.twitter.com/K9ubG0Im5z



Allison Williams @allieswilliams 15 Feb
RT @MissHallsClass: #passionproject @allieswilliams experiencing animal spacial constraints in Ariana's **factory farming** presentation pic.twitter.com/dvTGMZBI1n



Jeannie @delladreamer 19 Feb
RT @MercyForAnimals: What are you doing to stop **factory farming**? #GoVegan pic.twitter.com/K0oqy7geHy



The Ohio Farming conversation remained steady over the month of February. The reason there are so many mentions of NFL player, Colin Kaepernick, is he donated money to an urban farm. Factory farming had 19 mentions over the month, a majority of the mentions carry a negative sentiment. These mentions are also associated with animal cruelty and promote vegan.

January to February Topic Shift Comparison

Check

Friday Night Farming

puppy farming

FS17

Multiplayer

Agriculture

Colin Kaepernick

Road

factory farming

Business

Sign the Petition

Twitch Live

Steve Bannon



Ohio Soybean Conversation

Total Mentions

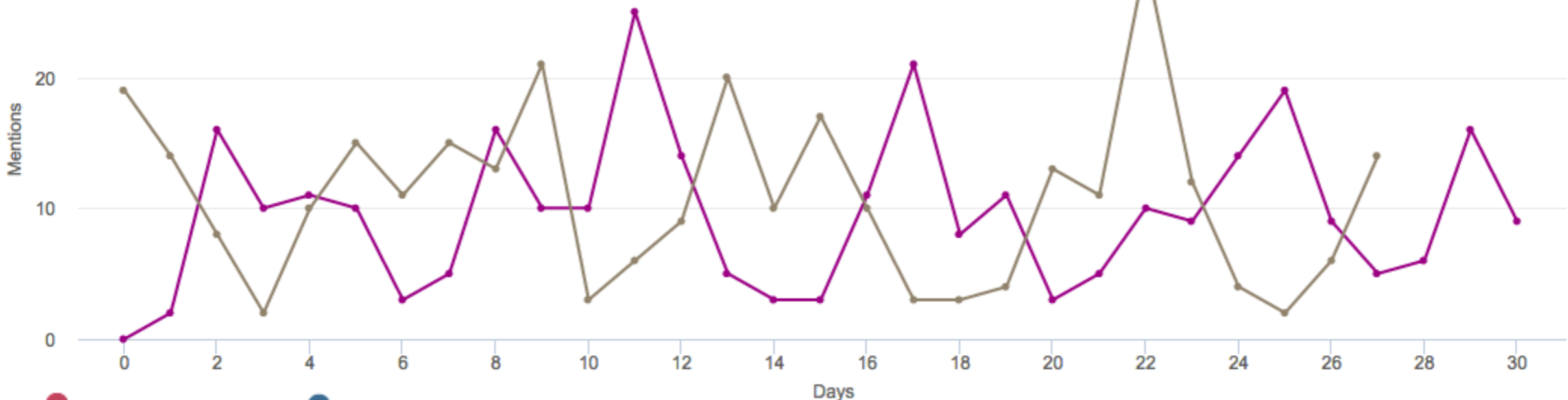
304

Unique Authors

120

Trending Topics

1. John Motter
2. USDA outlook
3. China

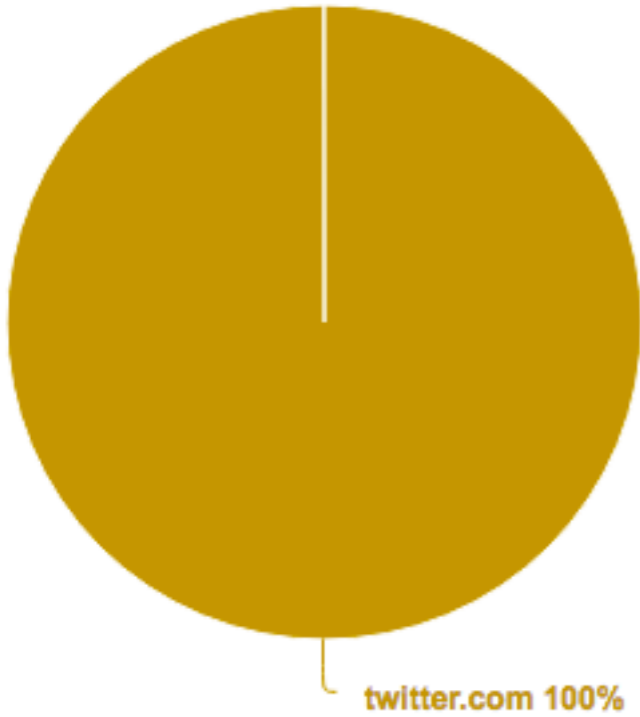


37%

27 authors

63%

46 authors



• Soybean Ohio Jan 01, 2017 - Jan 31, 2017
 • Soybean Ohio Feb 01, 2017 - Feb 28, 2017

USERNAME	IMPACT
David Stendahl @David_Stendahl	26
farmanddairy @farmanddairy	23
Angela @_ohangelaa	22
Victor Zubarev @VictorZubarev	22
lauren @laurenicolor	21
Chris Kick @ckick1	21
Shettys_Haberdashery @Green_Ray	21
OCJ & Ohio Ag Net @ocj_ohioagnet	21
Central Farmers Coop @CentralFarmers	21
Susan Crowell @scrowell	21

David Stendahl @David_Stendahl

I focus on trading the global futures markets from a 100% systematic perspective. Tweets are commentary only. Trade at your own risk and analysis.

[Follow @David_Stendahl](#)

Gender	Male
Location	Cincinnati, United States
Profession	Artist
Interests	Business

Latest mention of: Soybean Ohio

David Stendahl @David_Stendahl
Soybeans remains in a high volatility/erratic phase ... which typically occurs 28.3% of the time. [More] signaltradinggroup.com/vol-analysis/v...

Markets that are close

China
USDA outlook
Winter #Wheat
Mkts
Mato Grosso
John Motter
Soybean Oil cash prices

Market Morning Comments with Jacob Christy

farmanddairy @farmanddairy 23 Feb
John Motter, the first United Soybean Board chairman from Ohio, is making history by leading the #soybean checkoff — farmanddairy.com/news/ohio-soyb... pic.twitter.com/wMZXPHE81L



Central Farmers Coop @CentralFarmers 23 Feb
Mkt Close: #corn-5 #soybeans-11 #wheat unch. Grains falter on negative USDA outlook; Charts heavily damaged ;March options expire tomorrow.

Jason Hargreaves @Jason_ntheville 23 Feb
RT @AgroDillon: Enlist E3 Soybeans Patent Received agprofessional.com/news/enlist-e3...

The overall soybean conversation increased only slightly. This conversation continues to remain within the agriculture community as farmers and farm related twitter accounts are the only ones contributing. A majority of the conversation relates to market outlook and prices. The spike on Feb. 23 was caused by a few tweets being retweeted multiple times, see above.

January to February Topic Shift Comparison

Market Morning Comments with Jacob Christy

Soybean Oil

China

USDA outlook

Winter #Wheat

cash prices

John Motter

Mkts

Markets that are close

Mato Grosso



National Soybean Conversation

Total Mentions

601

▼ 4%

Previous Period: 628

Unique Authors

205

▲ 1%

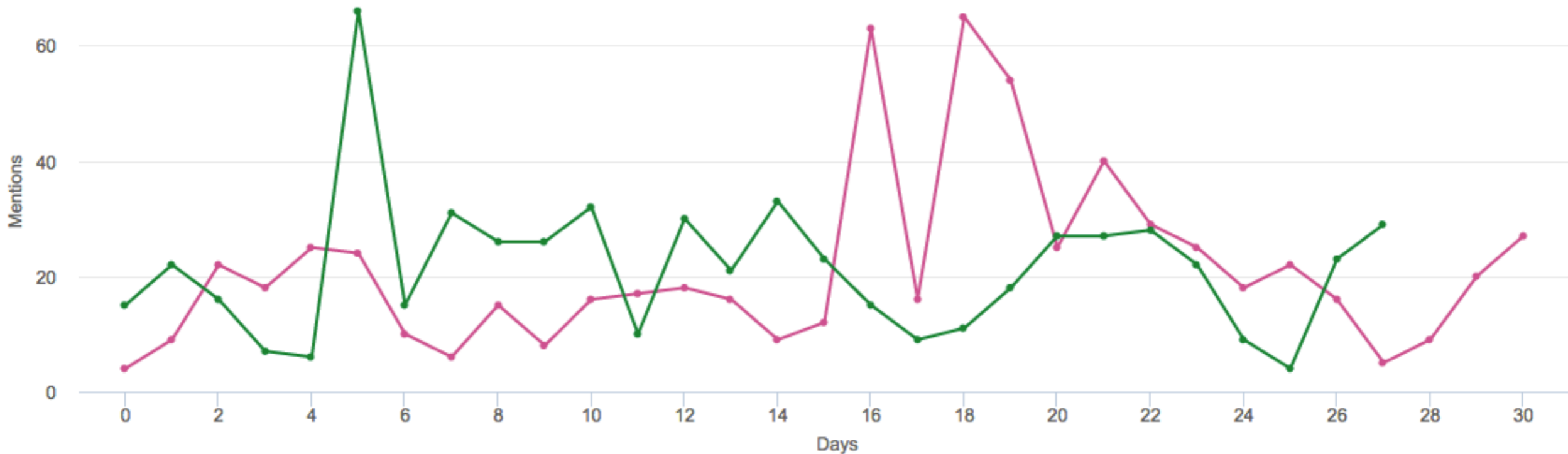
Previous Period: 203

Trending Topics

- possibly with soybeans
- key crops
- offers a variety

Top News Stories

- Farmers Supported Trump. His Proposal...
- Outraged Brazilian farmers in no mood f...
- A 'wild' label aims to help find and prese...



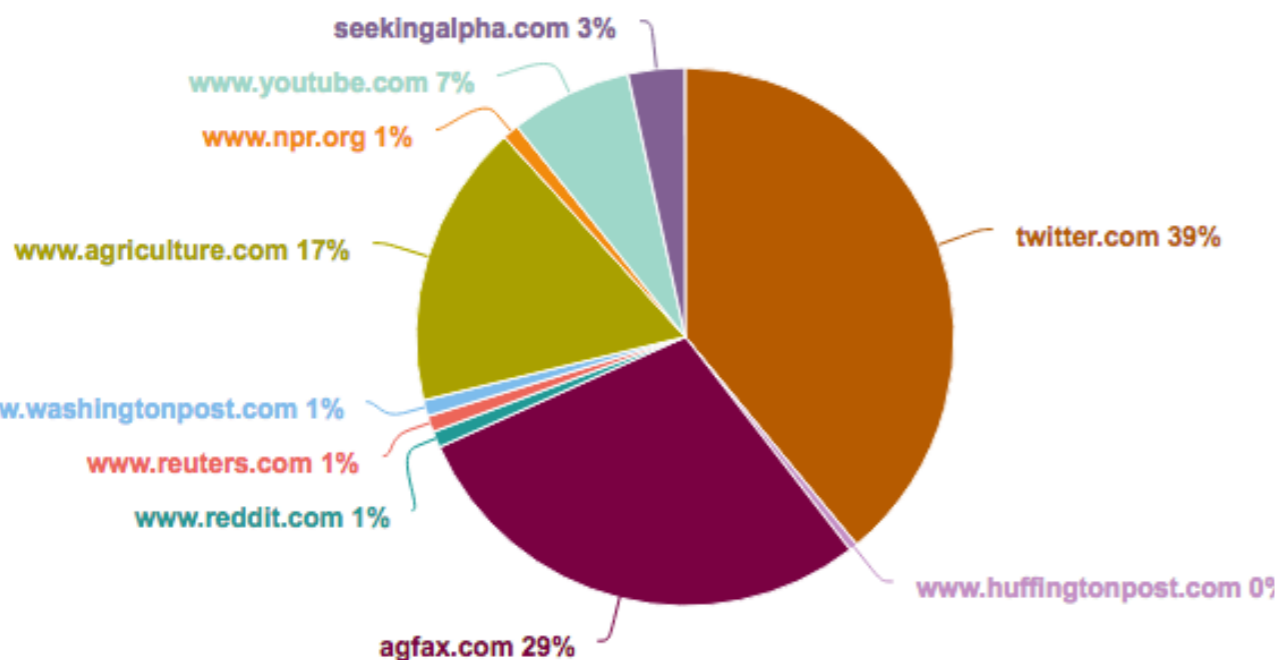
55%
12 authors



45%
10 authors

● Soybean Farming - US
Jan 01, 2017 - Jan 31, 2017

● Soybean Farming - US
Feb 01, 2017 - Feb 28, 2017



USERNAME	IMPACT
#AgChat @agchat	22
Alt USDA_ARS @AltUSDA_ARS	22
Farms.com AgriVille @AgriVille	20
How Farms Work @HowFarmsWork	20
Karen Corrigan @weedgirl24	20
Andrew Kniss @WyoWeeds	20
Matt Boucher @boucherfarms	19
CCI marketing @CCI marketing	19
Corn-Soybean Digest @csdigest	19
Agro Redes S.R.L. @agroredes	19

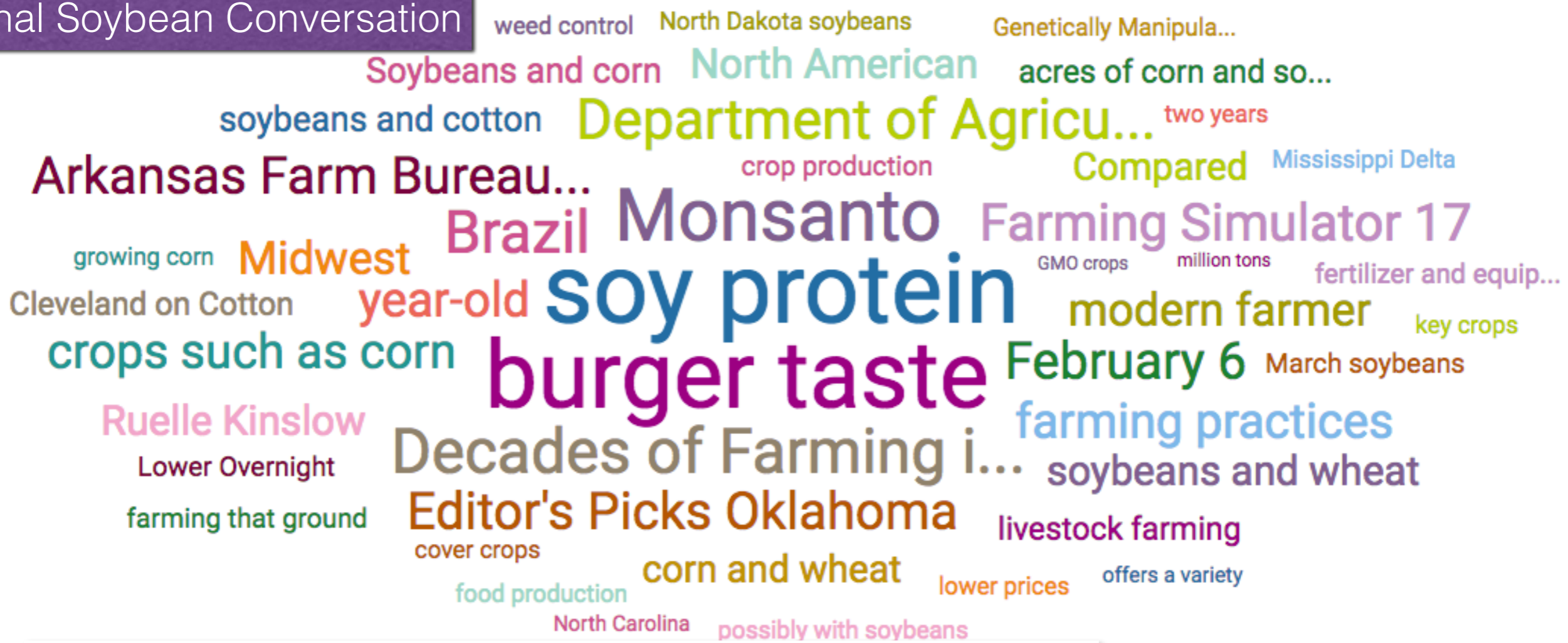
#AgChat @agchat
A weekly conversation for folks involved in business of growing food, fuel, feed and fiber on Tues., 8-10pm ET. A project of @AgChatfound.
[Follow @agchat](#)

Location United States

Latest mention of: Soybean Farming - US

RT @ifedfarmers: I'm an #actuallylivingfarmer, farming corn and soybeans with my husband and his parents. [pic.twitter.com/o8hUhiniH5](#)

National Soybean Conversation



Ernst Undesser - [agfax.com](#) (News) mozRank: 5.18 8 Feb
Farm Policy: 2017 U.S. Farm Income Forecast Released, Not a Pretty Picture | AgFax
"Forecast, USDA-ERS Jesse Newman reported yesterday at The Wall Street Journal Online that, "U.S. farm incomes will drop 8.7% in 2017, a fourth consecutive year of declines amid a deep slump in prices for many crops. the rec

[agweek.com](#) (News) mozRank: 5.64 13 Feb
Scientist: Public science is needed | Agweek
"...years her research has been funded by the National Science Foundation, the U.S. **Department of Agriculture**, the Department of Energy and other public sources, but some have criticized her for having accepted M
acknowledg

[agriculture.com](#) (News) mozRank: 5.96 16 Feb
3 Big Things Today, February 16 | Successful Farming
"...projections by the **Department of Agriculture** by 4 million bushels. Facilities from which the NOPA crush data is derived, which account for 94% of U.S. production, have processed 776 million bushels of soybeans since Sept. 1, he said. Get today's news sent to your inbox by signing up for Successful Farming newsletters . ** 3. Parts of Kansas, Missouri..."

Mentions remained steady in February. There continues to be very few individuals participating in the conversation. With the current political landscape, there is more coverage on this topic, particularly around farm policy and the Department of Agriculture forecasting. There was one article about a burger made from soy protein that had great circulation, which is why it's a leading mention.

January to February Topic Shift Comparison



Topics of Interest

Water Quality

Total Mentions ?

70

▼ 23%

Previous Period: 91

Unique Authors ?

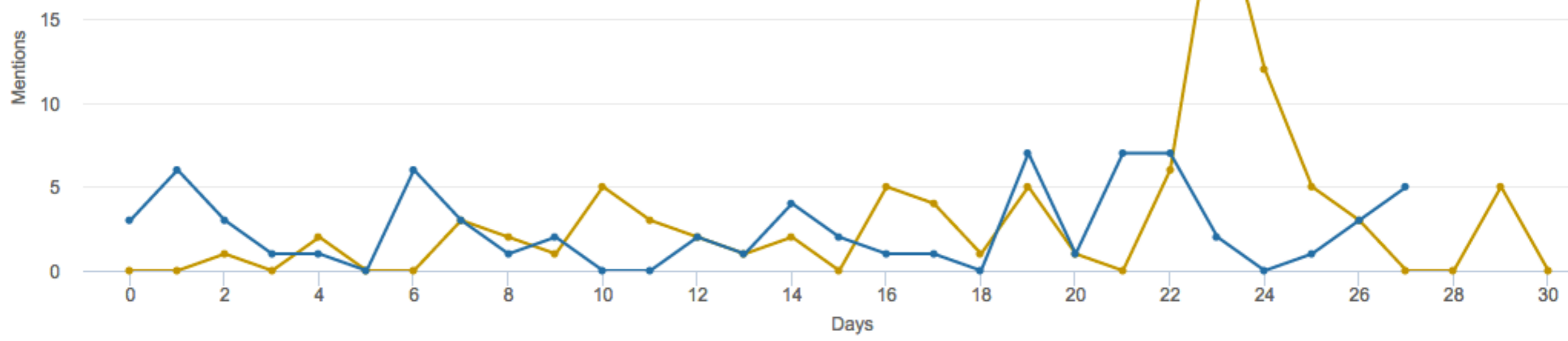
67

▼ 17%

Previous Period: 81

Trending Topics

1. education
2. air and water quality
3. state budget topics



39%
14 authors

61%
22 authors

Water Quality
Jan 01, 2017 - Jan 31, 2017

Water Quality
Feb 01, 2017 - Feb 28, 2017

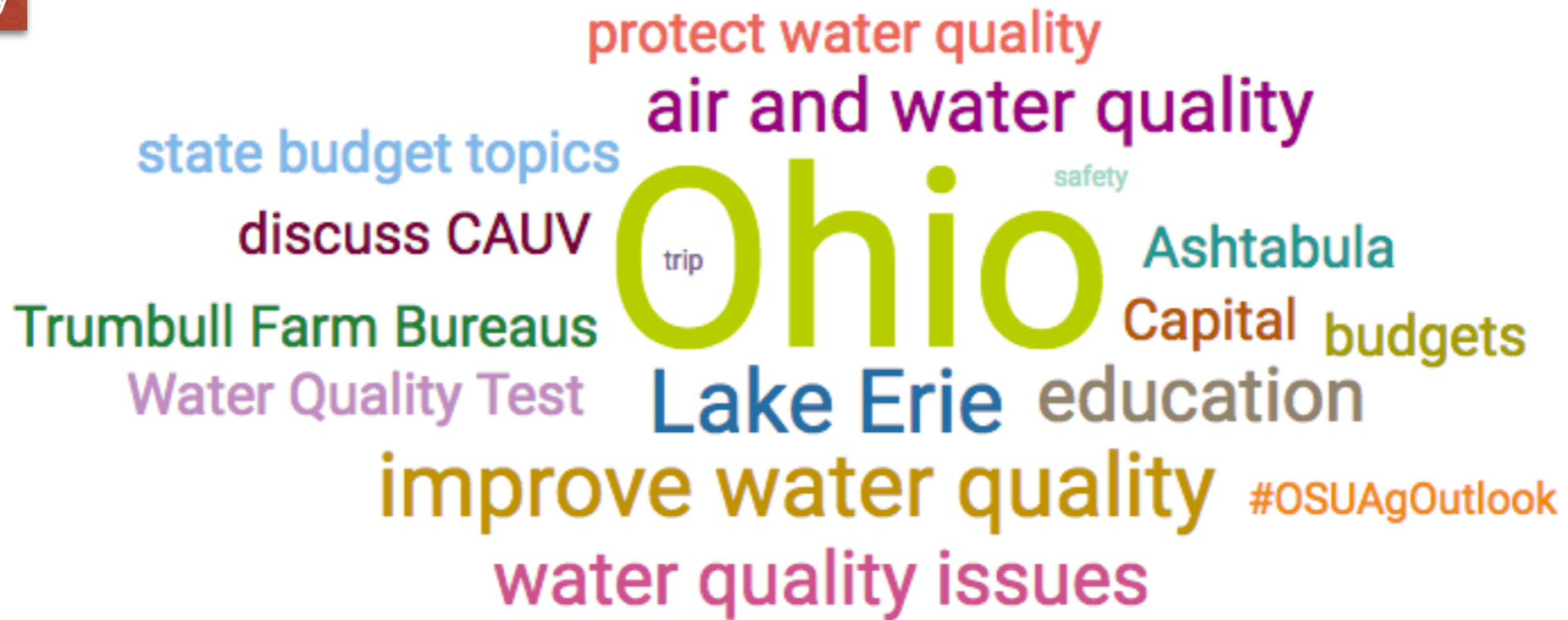
USERNAME	IMPACT
WHIOTV @whiotv	25
Anne Jefferson @highlyanne	21
Kellie DuBay Gillis @KDuBayGillis	21
Great Lakes Gay @GreatLakesGay	20
Bruce McPheron @medflygenes	20
Eli Kalil @elikalil_	20
OCJ & Ohio Ag Net @ocj_ohioagnet	20
Jim Naughton @JimNaught	20
Chris Kick @ckick1	19
Mike Steidl @Islandmike13	19

WHIOTV @whiotv
The dominant media center for Dayton and the Miami Valley. With tweets sent by humans and not bots!

[Follow @whiotv](#)

Latest mention of: Water Quality

WHIOTV @whiotv
Fairborn releases water quality report for residents on.whio.com/2ldeaTpic.twitter.com/5BhfKmrHIE



TNC Ohio @nature_ohio 1 Feb
 Help us protect water quality in Ohio as our Western **Lake Erie** Basin Agriculture Project Manager
ow.ly/CpLj308zAVF pic.twitter.com/4b7ORuGb8D

Lorain County Health @LorainCoHealth 7 Feb
 RT @MorningJournal: New rules to improve **Lake Erie** water quality will affect how Ohio's farmers use fertilizers on their fields morningjournal.com/lifestyle/2017...

Stephanie Wade @stephmwade 9 Feb
 Mayor Hicks-Hudson at state of the city address: "President Trump can make Toledo great again by improving the water quality in **Lake Erie**" pic.twitter.com/Nw3XDInH0h

Mentions decreased in February. There were 5 mentions of Lake Erie in the water quality conversation. Most of the mentions are about improving water quality. Since there are so few of mentions it is difficult to draw insights from this conversation.

Sustainable Food

Total Mentions

2574

▼ 33%

Previous Period: 3834

Unique Authors

1703

▼ 38%

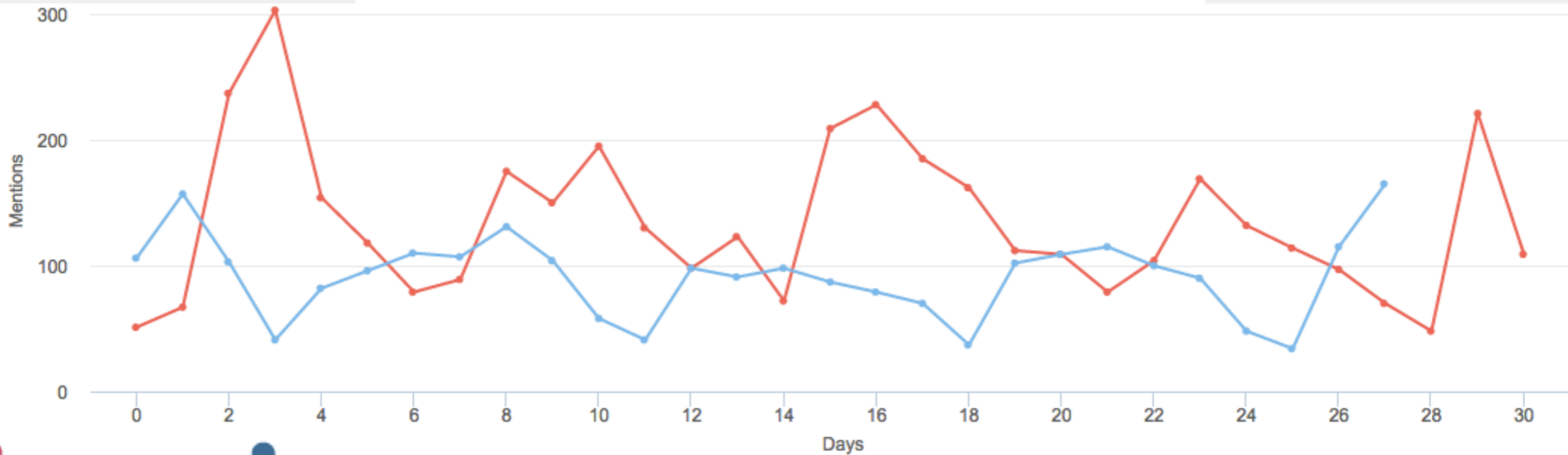
Previous Period: 2762

Trending Topics

1. One Campus at a Time
2. sustainable food for thought
3. energy and water

Top News Stories

1. Tyson Foods' New Leaders Position Co...
2. Shakirah Simley | The Huffington Post
3. We're having the wrong argument about...



51%
260 authors

49%
245 authors

Sustainable Food

Jan 01, 2017 - Jan 31, 2017

Sustainable Food

Feb 01, 2017 - Feb 28, 2017

USERNAME	IMPACT
Sally K. Witt @sallykwitt	29
Kickstarter @kickstarter	29
Food Tank @foodtank	28
Cary @Cary88888888	28
CSIS @CSIS	28
Business Coach @BrianRBaird	27
Outside Magazine @outsidemagazine	27
Trend Hunter @trendhunter	26
Bruce Witt @BruceRWitt1	26
Danielle Nierenberg @DaniNierenberg	26

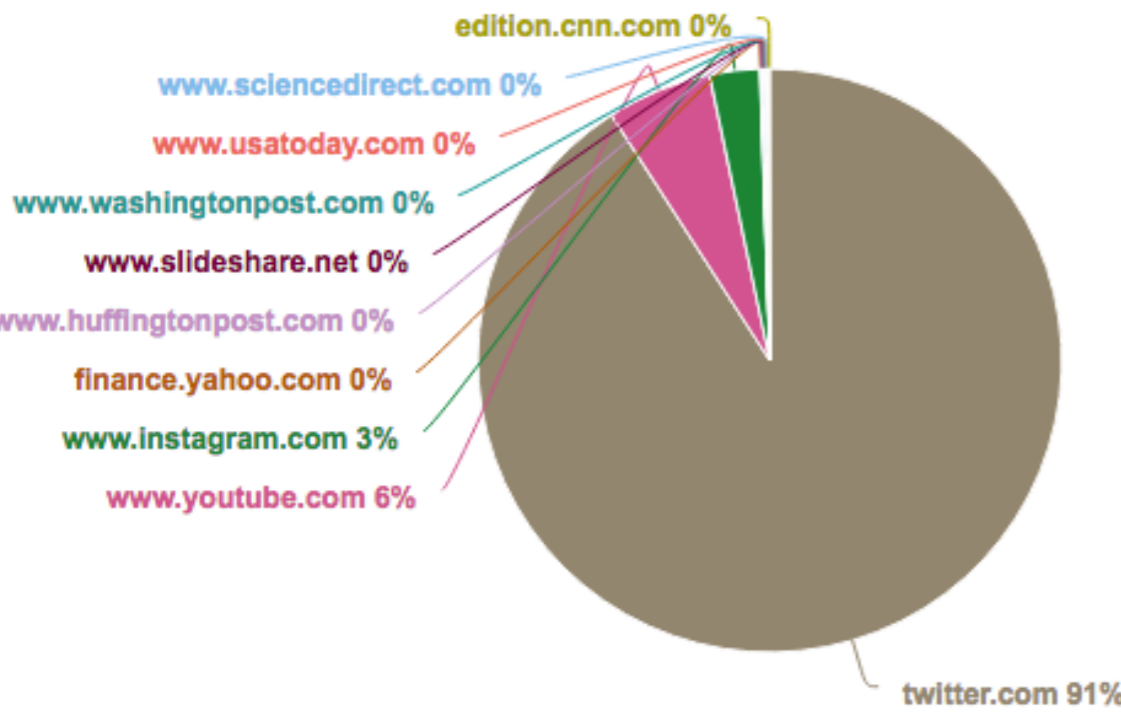
Sally K. Witt @sallykwitt
We love #EmpireKred!! <http://sallykwitt.kred>
<http://empire.kred/sallykwitt> #TEAMFOLLOWBACK #followbucket
** I follow active accts w/photo & tweets #NYG

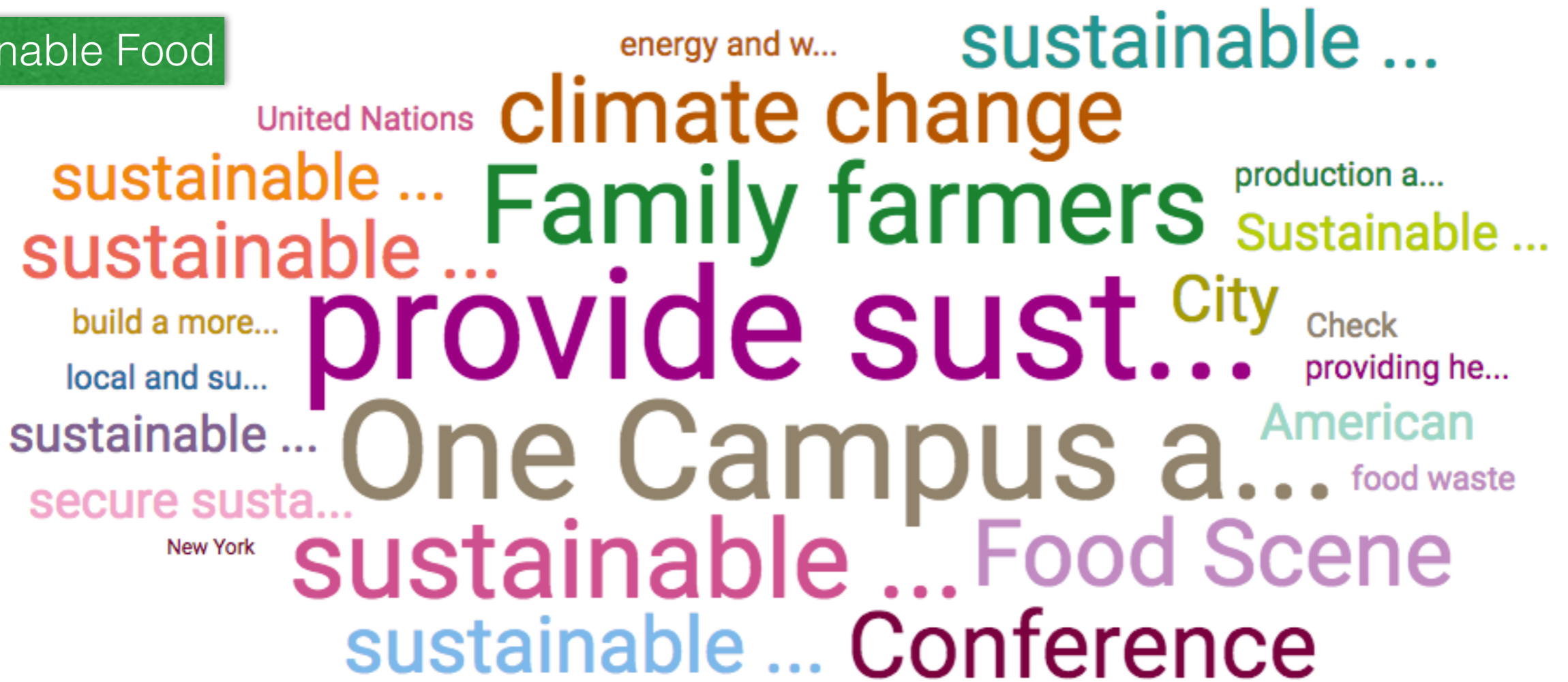
[Follow @sallykwitt](#)

Gender Female
Location Pennsylvania, United States
Interests Photo & Video

Latest mention of: Sustainable Food

Sally K. Witt @sallykwitt
Top story: Building a Sustainable Food System, One Campus at a Time | Civil Eats [In.is/civileats.com/...](http://in.is/civileats.com/), see more [tweetedtimes.com/OrganicNation/...](http://tweetedtimes.com/OrganicNation/)





thecattlesite.com (News) mozRank: 5.1 27 Feb
Report Says World's Future Food Security 'in Jeopardy' Due to Multiple Challenges - The Cattle Site
 "..., cannot deliver sustainable food and agricultural production," adds the report. More with less The core challenge is to produce more with less, while preserving and enhancing the livelihoods of small-scale and **family farmers**, and ensuring access to food by the most vulnerable. For this, a twin-track approach is needed which combines investment in..."

🐦 **Kathy Hurly** @Kathy_Hurly 20 Feb
 RT @FAOKnowledge: **Family farmers** hold unique potential to move towards more productive & sustainable food systems. #familyfarming #zerohunger pic.twitter.com/E96kKFoXBP

🐦 **William G Gonzalez** @wgonzalezgarcia 10 Feb
 RT @sustainableag: Unite and support **family farmers**, protect our natural resources, fight for a sustainable food system: salsa.wiredforchange.com/o/5735/p/salsa... pic.twitter.com/XEkpJetapL

Mentions decreased in February. The topic of farming enters the sustainable food conversation as the release of a new FAO report discusses food sustainability and how farms will adapt to produce more with less. This is one of the first times a farming topic has lead the sustainable food conversation.

Sustainable Farming

Total Mentions

2101

▼ 15%
Previous Period: 2478

Unique Authors

1508

▼ 17%
Previous Period: 1815

Trending Topics

1. Precision #agriculture makes
2. Precision Ag Makes Farming More Sust...
3. Farmers have numerous sources of tech...

Top News Stories

1. New Holland Agriculture and The Econo...
2. 5 Creative Ways Startups Are Going Gre...
3. New Zealand's Dirty Dairy | The Huffingt...

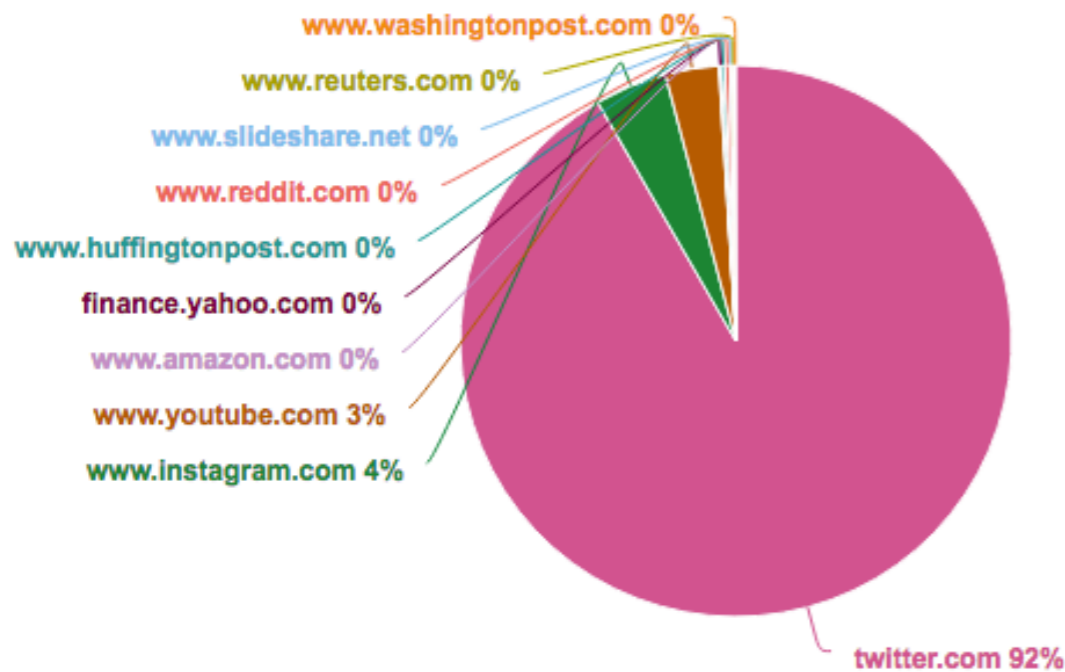


50%
257 authors

50%
254 authors

● Sustainable Farming
Jan 01, 2017 - Jan 31, 2017

● Sustainable Farming
Feb 01, 2017 - Feb 28, 2017



USERNAME	IMPACT
Mongabay @mongabay	28
Global Fund for Women @GlobalFundWomen	27
Food Tank @foodtank	27
Page Kennedy @PageKennedy	26
NowThis @nowthisnews	26
Sam Sarahbi @SamSarahbi	25
Shareable @Shareable	25
Cary @Cary88888888	25
Lovebeatrice.us @ShanaBeaa	25
Surae Amos @AmosSurae	24

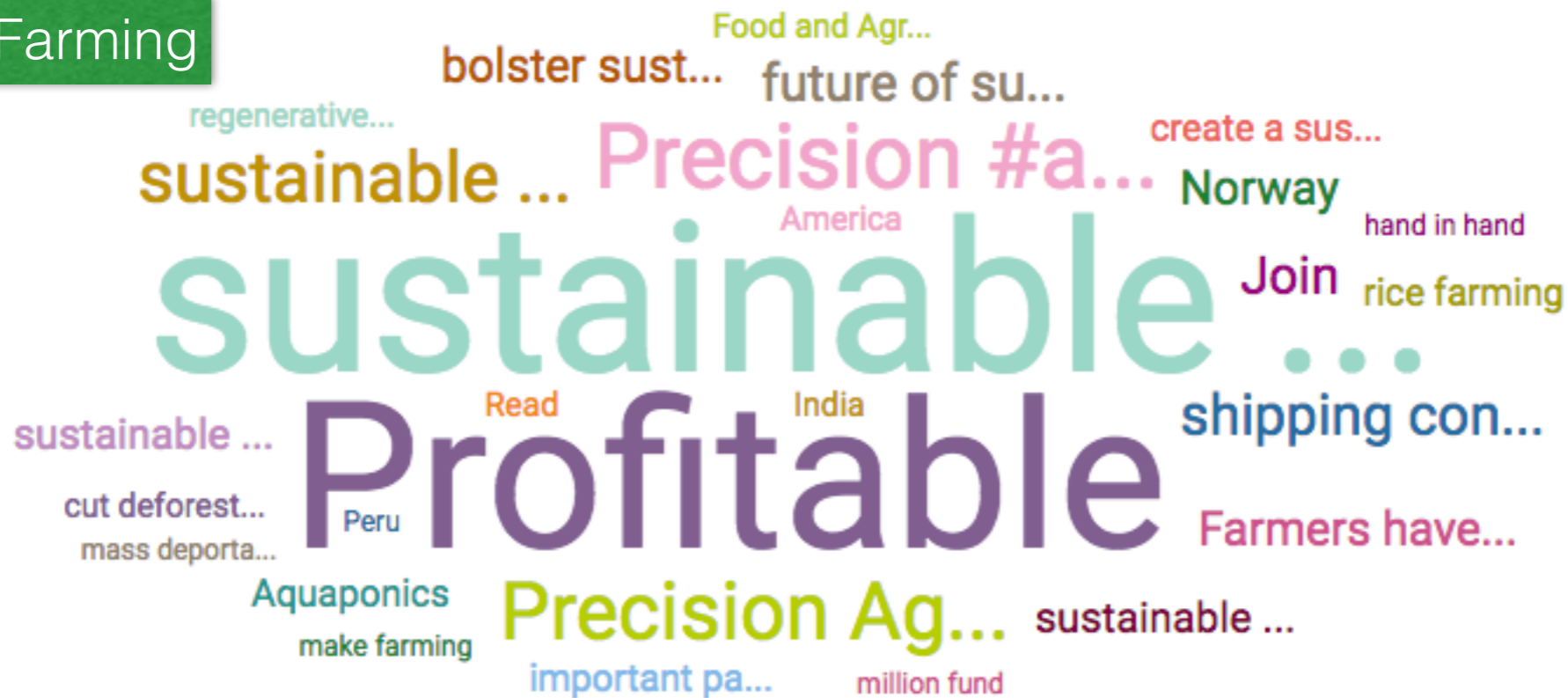
Mongabay @mongabay
<http://Mongabay.com> is an environmental science and conservation news site founded in 1999. Best contact via email, not tweets/DM.
[Follow @mongabay](#)

Location: United States

Latest mention of: Sustainable Farming

Mongabay @mongabay
 Norway is marshalling \$400 million to help cut deforestation rates and bolster sustainable small-scale farming: ow.ly/wedp308KRko
pic.twitter.com/3udiKJyA0r

Sustainable Farming



🐦 **Seth Harden** @rep_ag_247365 3 Feb
RT @agsolver: Soil health leads to increased wealth - profitability and **sustainable farming practices** go hand in hand @IowaAgWater #LandExpo17

🐦 **Rodger Clark** @RodgerClark66 16 Feb
RT @NRDCFood: China is expanding its **sustainable farming practices**—a big deal for the largest farming sector in the world. bit.ly/2kAeNTM

🐦 **Rare** @Rare_org 20 Feb
An urgent need for smarter, more **sustainable farming practices** is driving this year's #SolutionSearch contest ow.ly/V4mc308dvY1 pic.twitter.com/Q9w43aCq4X

🐦 **Ceres** @CeresNews 21 Feb
Food companies have leverage to help drive **sustainable farming practices** and conserve #water #thirstyfood buff.ly/2lCQYvw

🐦 **OhioStatePrecisionAg** @OhioStatePA 26 Feb
RT @Nexasphere: **Precision #agriculture makes #farming more #sustainable, profitable** [precisionag.com/professionals/...](http://precisionag.com/professionals/)

The sustainable farming conversation decreased slightly in February. The leading topic was 'sustainable farming practices'. This conversation was mainly on twitter with the sharing of articles. Food companies were called out as being partially responsible for promoting sustainable practices. Precision agriculture entered the conversation as one article was retweeted multiple times discussing how precision ag promotes sustainability and profitability. This conversation is taking place both in and outside of the agriculture community.

Sustainability



Sustainable Farming



Both conversations decreased slightly over the past month. In February, the topic of farming entered the sustainable food conversation.



Sustainable Food



GMO Soybeans

Total Mentions ?

164 ▲ 5%
Previous Period: 156

Unique Authors ?

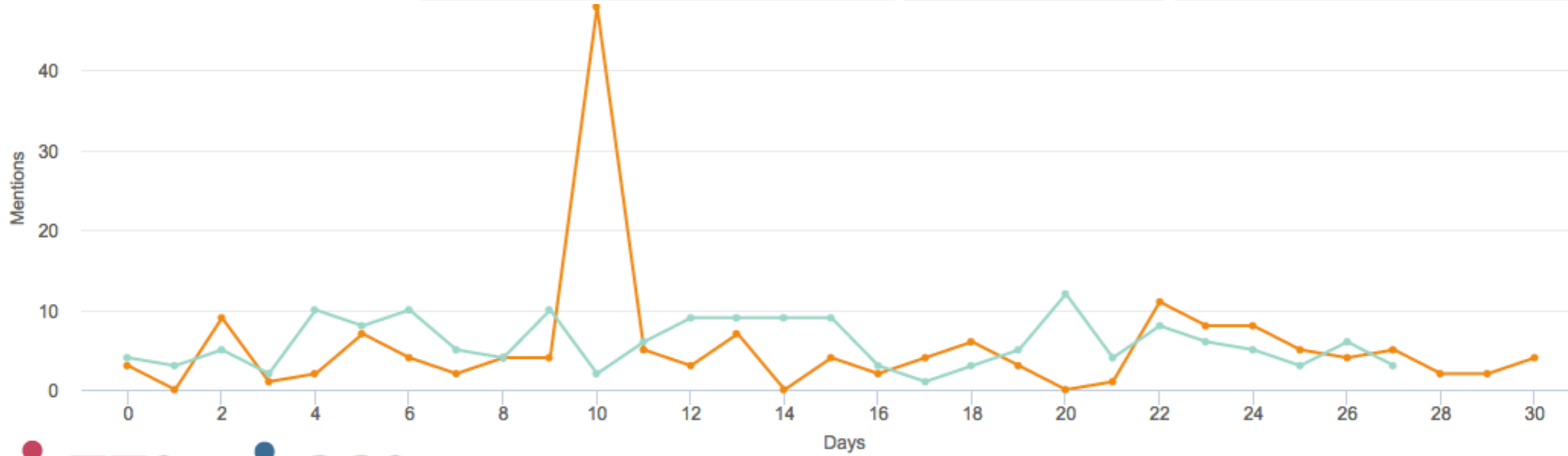
115 ▲ 31%
Previous Period: 88

Trending Topics

- offers a variety
- soybeans are GMO
- New GMO Soybeans

Top News Stories ?

- Can U.S. farms produce pork from a priz...
- We're having the wrong argument about...
- We're having the wrong argument about...

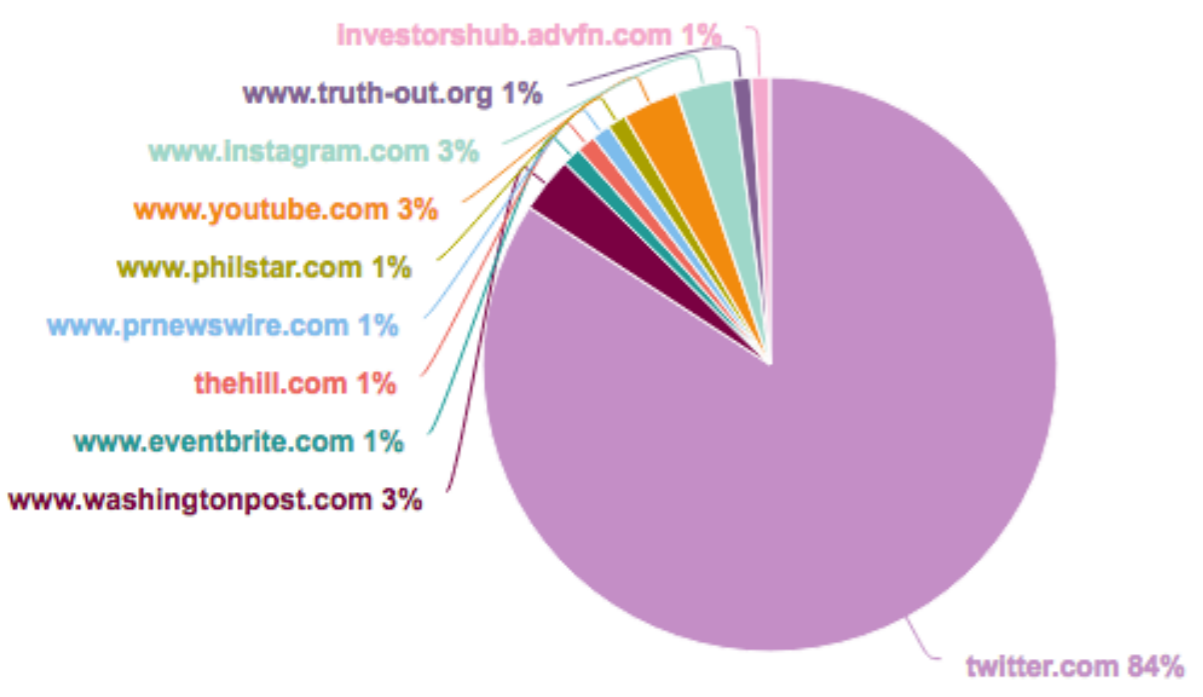


77% 17 authors (Female icon)

23% 5 authors (Male icon)

● **GMO Soybeans** Jan 01, 2017 - Jan 31, 2017

● **GMO Soybeans** Feb 01, 2017 - Feb 28, 2017



USERNAME	IMPACT
CaligirlBerner @Twitlertwit	25
The True Imagination @ReneeANDSharon	24
SSF-BERF-DEFM @SSF_BERF_DEFM	23
HealthyOrganicGreen @H_O_G_	23
shivers. @wondercunt	23
Farm Fairy Crafts @FarmFairyCrafts	22
FREEDOM \o/ FTW @freedomforhwin	22
Andrea Nguyen @aanguyen	21
ES Organics @ES_Organics	20
NatureCutsTags @NatureCutsTags	20

CaligirlBerner @Twitlertwit
 #BERNIESANDERS2020 #WaterisLife #NODAPL #Glyphosate is POISON Adding to List= BLOCK
 Follow @Twitlertwit

Location: United States

Latest mention of: GMO Soybeans

CaligirlBerner @Twitlertwit
 RT @SSF_BERF_DEFM: 3 Major Problems With Monsanto's New GMO Soybeans via #EcoWatch rbl.ms/2aNm1Qn?9oc

Transitionin... growers conv...
 Monsanto has... **GMO crops** offers a var...
GMO corn and...
 company's pr... **New GMO Soyb...** Dan 120 new
 Knowledge Ex... **Roundup** Genetically ...
 new XtendiMa... soybeans are...

Caitlin Dewey Caitlin Dewey - washingtonpost.com (News) mozRank: 7.89 6 Feb

We're having the wrong argument about GMOs

"...are used to feed processed, industrial meat. [The decline of the small American family farm in one chart] That's been great for the food industry, because they can provide a huge amount of calories and lots of different kinds of food products. You have something like 230 million acres of **GMO corn and soybeans** in the Midwest, which

agprofessional.com (News) mozRank: 5.61 15 Feb

Organic Crop Demand Races Past U.S. Production | Ag Professional

"...interested in organic production. U.S. production of non-GMO crops are on the rise, CoBank notes, but says domestic production of organic corn and soybeans falls significantly short of current demand.

"Domestic acreage and production of organic crops are on the rise, but U.S. production of non-GMO crops are on the rise, CoBank notes, but says domestic production of organic corn and soybeans falls significantly short of current demand." arpinggreen.blogspot.com (Blog) Comments: 0 17 Feb

The Business Side of Green: U.S. growers can't keep up with consumer demand for organic and non-GMO grains / by Envirothin

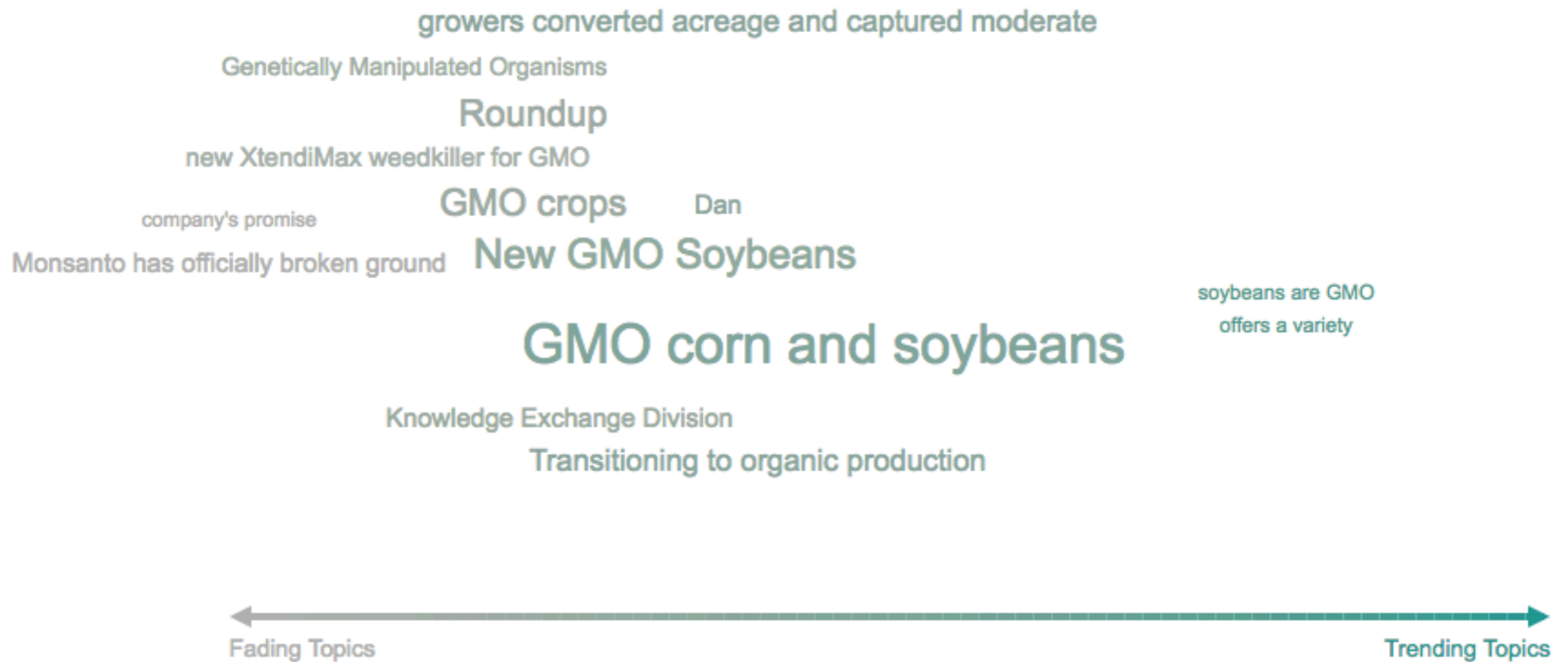
"...communication... This led to a shift in incentives for U.S. growers. **soybeans** increased steadily in 2016, as growers converted acreage and captured moderate market premiums," says Dan Kowalski, director of the Knowledge Exchange Division at CoBank. "Transitioning to organic production, however, is a multi-year, risk-reward calculation..." non-gmoreport.com (News) 23 Feb

Rising demand for organic and non-GMO grains outpaces U.S. production - The Organic & Non-GMO Report

"...communication... This led to a shift in incentives for U.S. growers. **soybeans** increased steadily in 2016, as growers converted acreage and captured moderate market premiums," says Dan Kowalski, director of the Knowledge Exchange Division at CoBank. "Transitioning to organic production, however, is a multi-year, risk-reward calculation..."

The GMO Soybean conversation slightly increased in February. The leading mention was 'GMO corn and soybeans'. It was reported that the demand for organic crops outpaced the production, which is where most of the mentions stemmed from. There are very few individual authors, most mentions were from news sites.

January to February Topic Shift Comparison





WIDE OPEN THINKING.™

Thank You