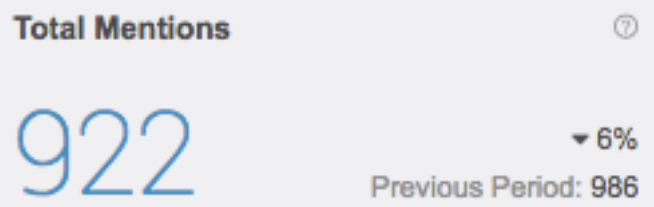




# December Online Listening Report

# New Reporting Features



Shows mentions just for the reported month

Shows change from previous month

## Trending Topics

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

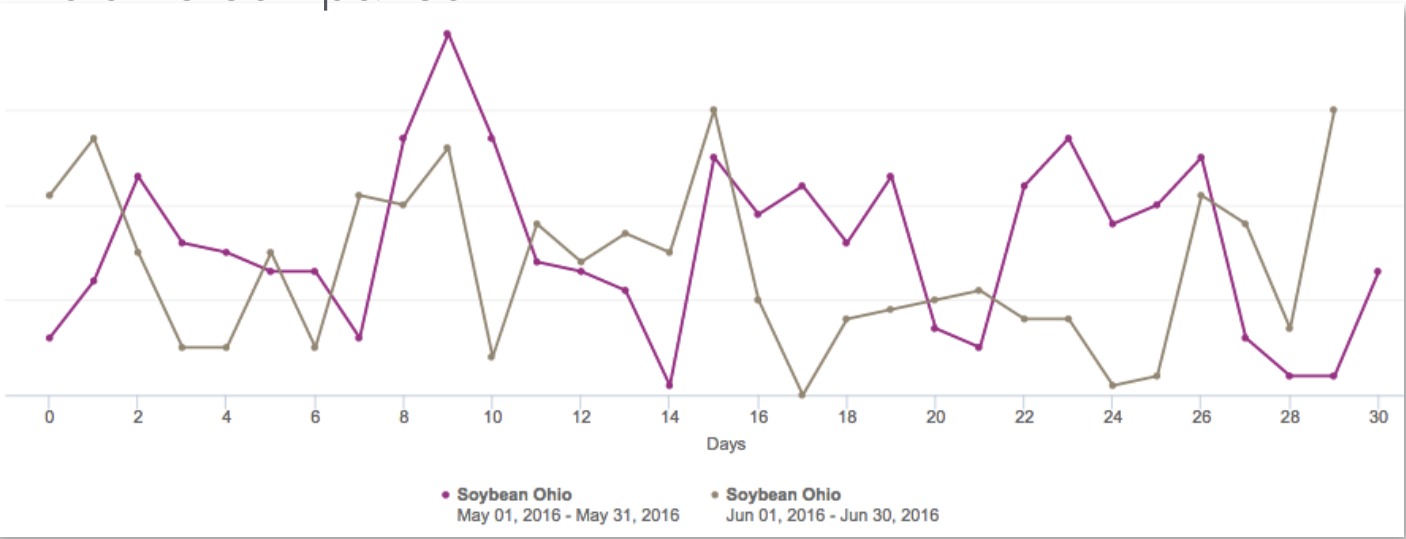
Shows trending topics within the reported month

## 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](https://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

694

▼ 20%

Previous Period: 871

## Unique Authors

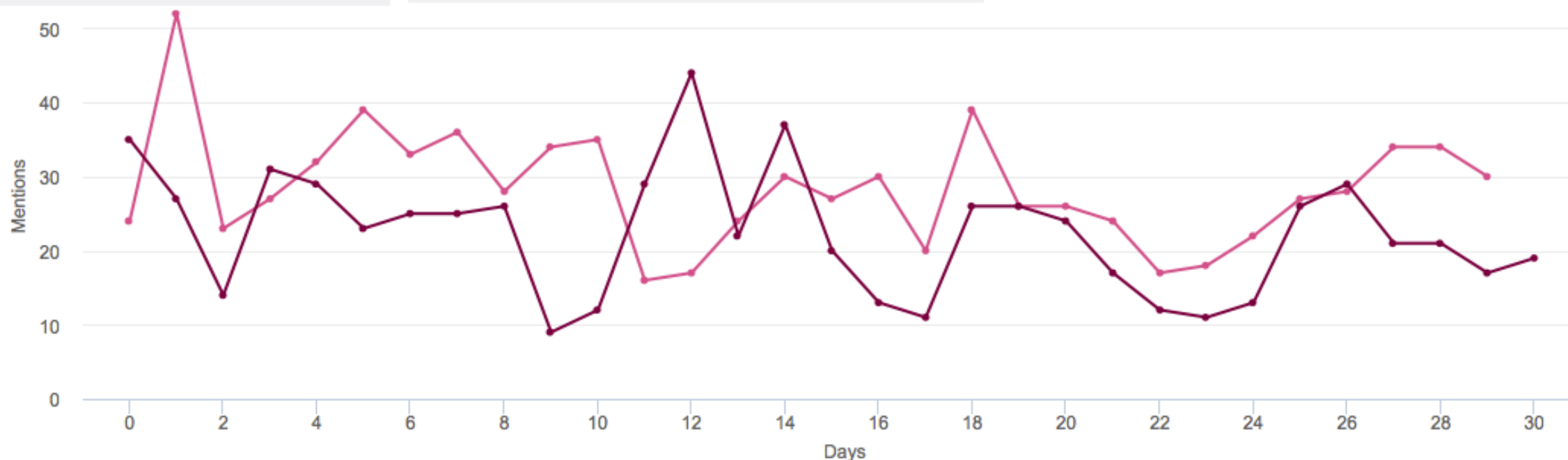
468

▼ 14%

Previous Period: 546

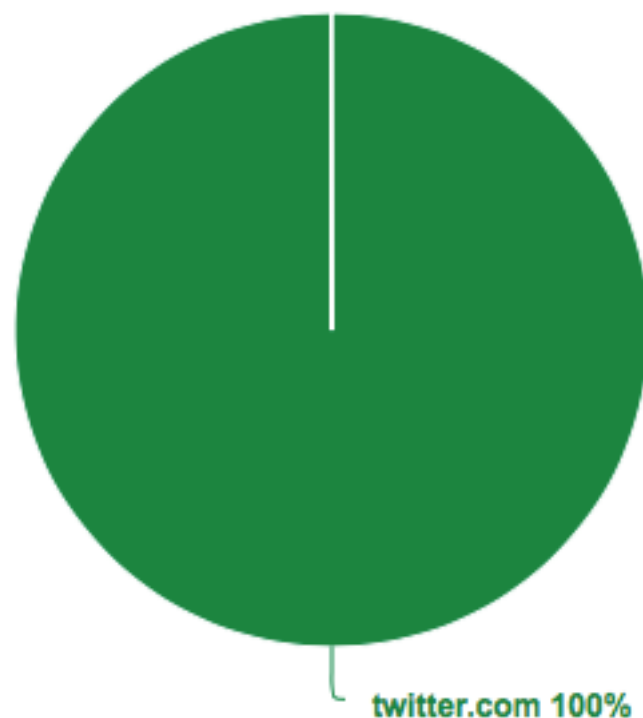
## Trending Topics

1. [Check](#)
2. [Farming Valley](#)
3. [animal farming](#)













 **42%**  
104 authors

 **58%**  
145 authors



### Ohio Farming Nov 01, 2016 - Nov 30, 2016

USERNAME	IMPACT
 Jan Romes @JanRomes	24
 OneMommaSavingMoney @OneMommaSavingM	23
 farmanddairy @farmanddairy	23
 WTVG 13abc @13abc	22
 Kevin Noon @Kevin_Noon	22
 Bobby Cruz @TheBlacktastic	21
 Clash Bashing!! @ClashBashing	21
 L4ura98 @ohio98babe	21
 Madeline @madeli_ne_d	21
 Jenny Dewey Rohrich @PrairieCA	21

### Ohio Farming Dec 01, 2016 - Dec 31, 2016




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: [etsy.com/listing/476691...](#) Good Morning World! Rise & Shine! #SmallBusiness #shopEtsy #etsy #farming #FarmLife #woodworking #Christmas nice! [pic.twitter.com/I3CxPINrXN](#)



12 Mentions

🐦 **Kim Landsbergen** @treebiology 2 Dec  
RT @CECHR\_UoD: Can we feed 10 billion people on **organic farming** alone?  
[theguardian.com/sustainable-bu...](http://theguardian.com/sustainable-bu...) Regeneration not exploitation [pic.twitter.com/jpLGx4ZfaP](https://pic.twitter.com/jpLGx4ZfaP)

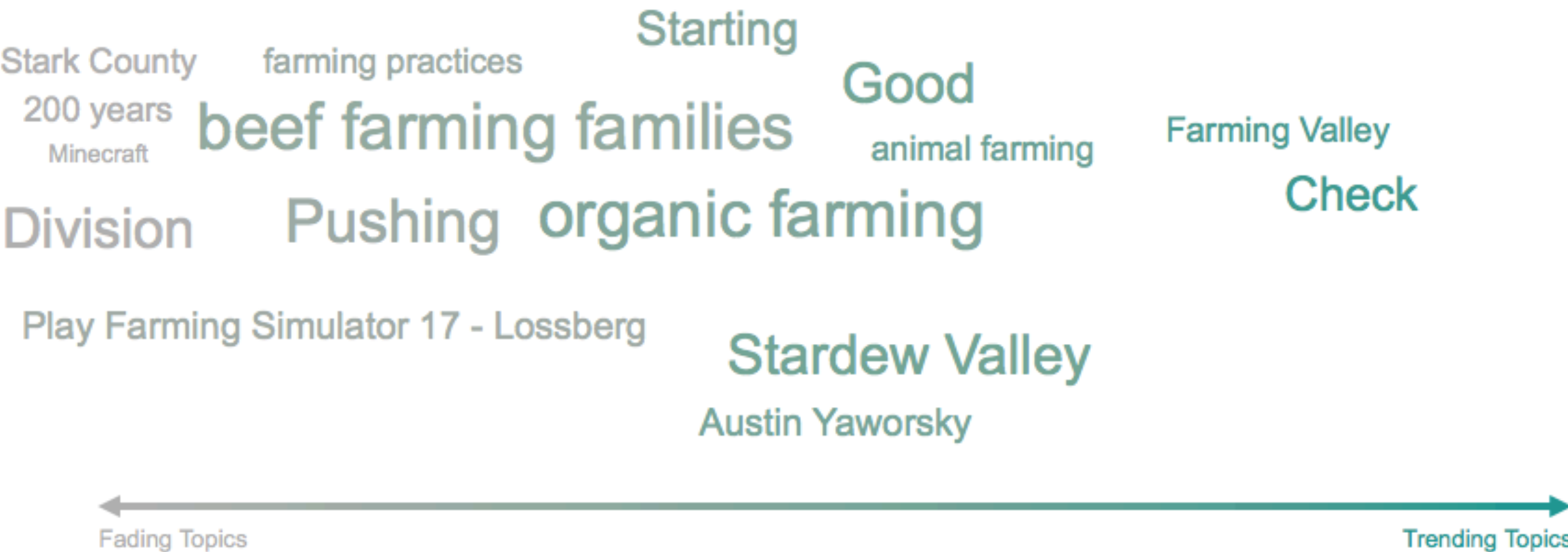
🐦 **Adam Morris** @auraionline 26 Dec  
@VeganEventsScot @Shambhusvegan Seriously... imagine the environmental transformation if we switched from raising cattle to **organic farming**!

🐦 **Billie D Henderson** @favored\_one555 31 Dec  
USDA to reimburse farmers in order to expand **organic farming** [nationofchange.org/2016/12/27/usd...](http://nationofchange.org/2016/12/27/usd...)

The Ohio Farming conversation decreased over the month. Organic farming had 12 mentions in December and continues to be a leading topic in the Ohio farming conversation.

# November to December Topic Shift Comparison

Farming Simulator 17 Timelapse





# Ohio Soybean Conversation

## Total Mentions

247

▼ 10%  
Previous Period: 273

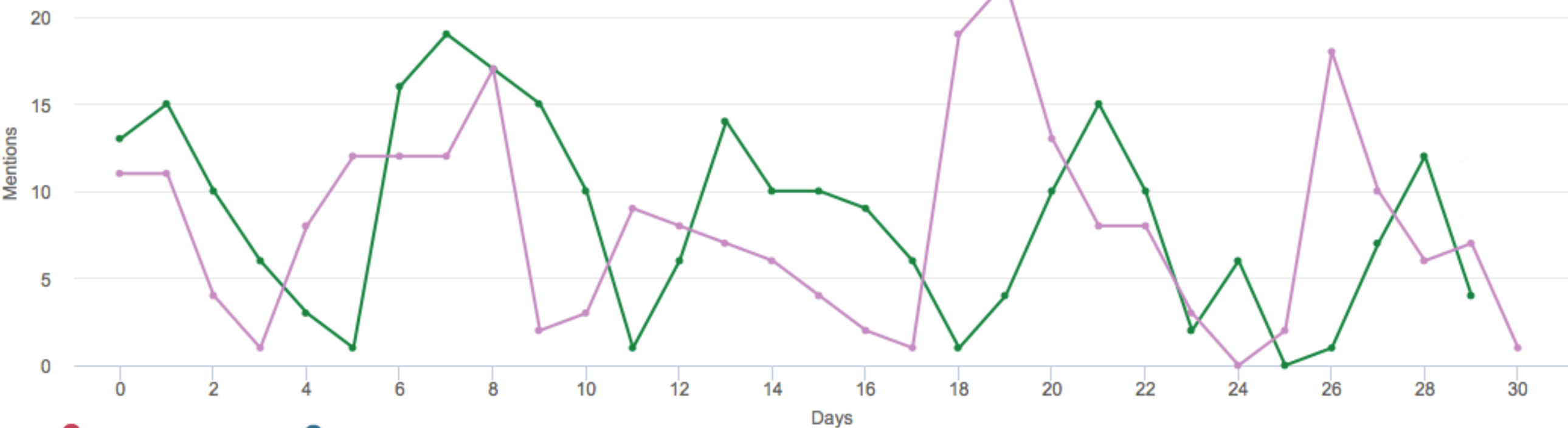
## Unique Authors

90

▼ 22%  
Previous Period: 115

## Trending Topics

- 1. Corn Corn
- 2. highest
- 3. key

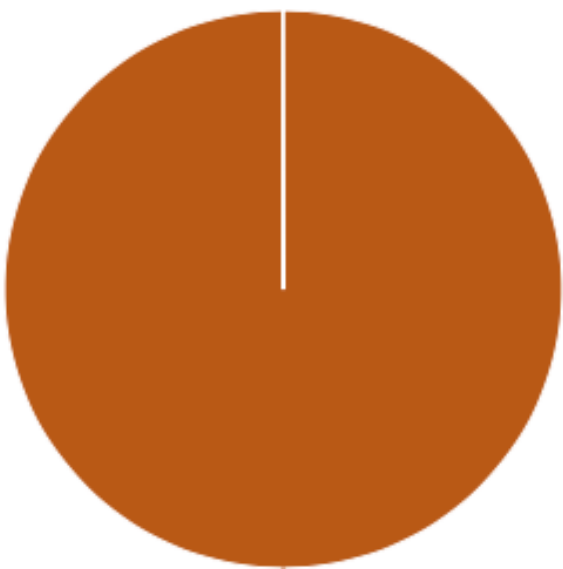


19%  
9 authors

81%  
38 authors

● Soybean Ohio  
Nov 01, 2016 - Nov 30, 2016

● Soybean Ohio  
Dec 01, 2016 - Dec 31, 2016



twitter.com 100%

USERNAME	IMPACT
David Stendahl @David_Stendahl	27
The Andersons @andersonsgrain	22
farmanddairy @farmanddairy	20
joecimperman @joecimperman	20
john cossel @JOHNCOSSEL	20
OCJ & Ohio Ag Net @ocj_ohioagnet	20
Ben Klick @Farmer_Klick	20
Jenny Dewey Rohrich @PrairieCA	20
Tracy Moavero @CrookdRiverWmn	19
Central Farmers Coop @CentralFarmers	19



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  
Soybean Meal has the second lowest monthly kurtosis reading of all the global futures markets we track. [Chart] [signaltradinggroup.com/distoverview/k...](http://signaltradinggroup.com/distoverview/k...)

## Ohio Soybean Conversation



🐦 **DeShaunsMrk™** @DeShaunsMrk

20 Dec

Soybean prices are surging thanks to 'stunning' demand from China [cnb.cx/2hT72aW](http://cnb.cx/2hT72aW)

🐦 **Jim\_Byrne** @Byrne\_Invest

20 Dec

Major support on January [#Soybeans](#) at \$10.10. Flurry of stops could be triggered soon with the funds heavily long the market.

🐦 **Ryan Stucke** @rstUCke1

20 Dec

RT [@DuPontPioneer](#): Introducing the A-Series - the highest yielding line of **soybeans** in company history [#plant17](#) [phbn.ws/60138MgQ1](http://phbn.ws/60138MgQ1) [pic.twitter.com/0ubyO553S3](http://pic.twitter.com/0ubyO553S3)

🐦 **The Andersons** @andersonsgrain

20 Dec

Watch Grain Market Morning Comments with Jacob Christy: [ow.ly/XoTg307iro9](http://ow.ly/XoTg307iro9) - [#corn](#) [#soybeans](#) [#agchat](#) [pic.twitter.com/G5aFmjTM3](http://pic.twitter.com/G5aFmjTM3)

The overall soybean conversation decreased over December. Farmers and farm related twitter accounts lead the Ohio soybean conversation. A majority of the conversation relates to industry topics such as market prices and new soybean varieties.

# November to December Topic Shift Comparison





# National Soybean Conversation

Total Mentions

605

▼ 3%

Previous Period: 622

Unique Authors

198

▼ 15%

Previous Period: 234

Trending Topics

1. maximize In the annual race

2. annual race for sales

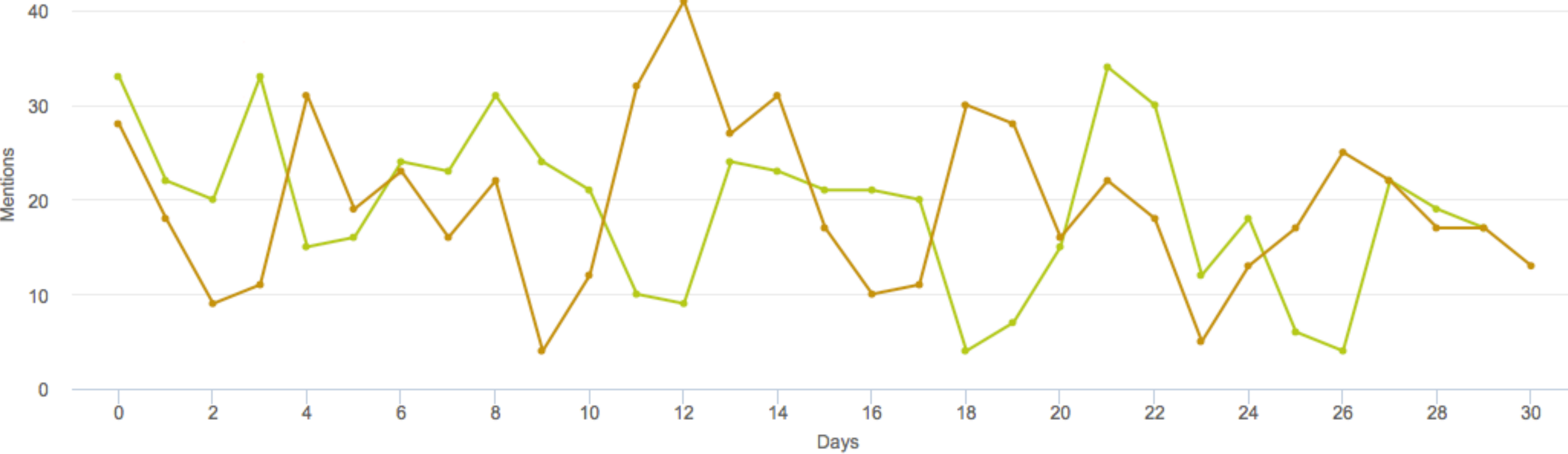
3. president-elect

Top News Stories

1. Monsanto Company Sets Webcast and ...

2. Farmers to Trump: You owe us

3. Leading Independent Proxy Advisory Fir...



46%

6 authors

54%

7 authors

Soybean Farming - US

Nov 01, 2016 - Nov 30, 2016

Soybean Farming - US

Dec 01, 2016 - Dec 31, 2016

A pie chart showing the distribution of mentions by source. The largest slice is www.instagram.com at 39%, followed by twitter.com at 27%, www.agriculture.com at 17%, www.youtube.com at 14%, www.washingtonpost.com at 1%, www.marketwatch.com at 1%, www.cnn.com at 1%, www.npr.org at 1%, wiki.answers.com at 1%, and finance.yahoo.com at 2%.

USERNAME	IMPACT
Jenny Dewey Rohrich @PrairieCA	20
MikeCtryMusicologist @UltimateTwang	19
BHIVE Labs @bhivegrow	19
Jeff Quitney @quickfoundnet	19
Agra Europe @Agra_Europe	18
Allendale, Inc. @Allendale_inc	17
Randy Dozeman @RandyDozeman	17
Miraco Waterers @MiracoWaterers	17
Cowgirls With Curves @Cowgirl_Curves	17
Steve Volkert @volkert_steve	17

Jenny Dewey Rohrich @PrairieCA  
CA born. ND rooted. Daughter of a butcher. Wife to a farmer. Self proclaimed home cook. Obsessed. 1 Peter 1:25  
[Follow @PrairieCA](#)

Gender

Female

Location

Ashley, United States

Interests

Animals & Pets, Family & Parenting

Latest mention of: Soybean Farming - US

Jenny Dewey Rohrich @PrairieCA  
Vintage Post: Soybean Growth Stages [prairiecalifornian.com/?p=6259](#)  
[#cropofthemonth](#) [#farming](#) [#planting](#) [#soybeans](#)

# National Soybean Conversation



bio-medicine.org

14 Dec

**U.S. Farmers: GMO Crops Help Reduce Inputs and Enhance Conservation**

...find USFRA on Twitter, Facebook and YouTube. To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/us-farmers-gmo-crops-help-reduce-i>

agweek.com

14 Dec

**Soil conservation district looks at benefits of cover crops | Agweek**

...and Water Conservation District. "It is not just something that grows further south. We have that potential to have that living root on the landscape." Hatlewick spoke in December at the Hawk second year

Debra Ferguson - agfax.com

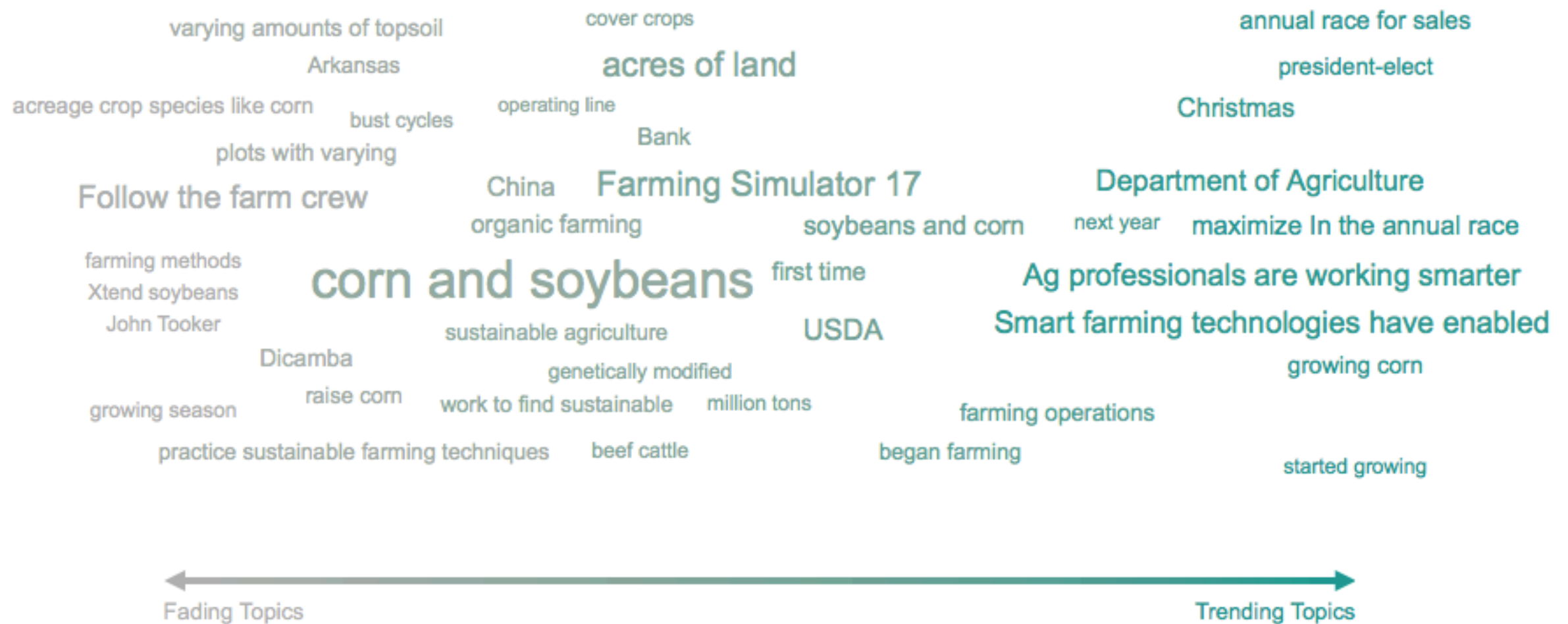
13 Dec

**Ag Policy: Caring for Environment Doesn't Pay the Bills, Most Farmers Need Incentiv**

...implementing practices that reduce or eliminate negative externalities, government regulations, and market-based programs like those we are beginning to see in the area of animal welfare. Voluntary conservation activities by farmers certainly are important. Committed individuals often carry out externality-reducing activities for reasons that are...

Mentions decreased slightly in December. 10 percent of mentions included the mention of "conservation". A majority of mentions took place on Instagram by farmers and farm related accounts using the #soybeans.

# November to December Topic Shift Comparison



# Topics of Interest



# Water Quality

Total Mentions

39

▼ 38%

Previous Period: 63

Unique Authors

38

▼ 37%

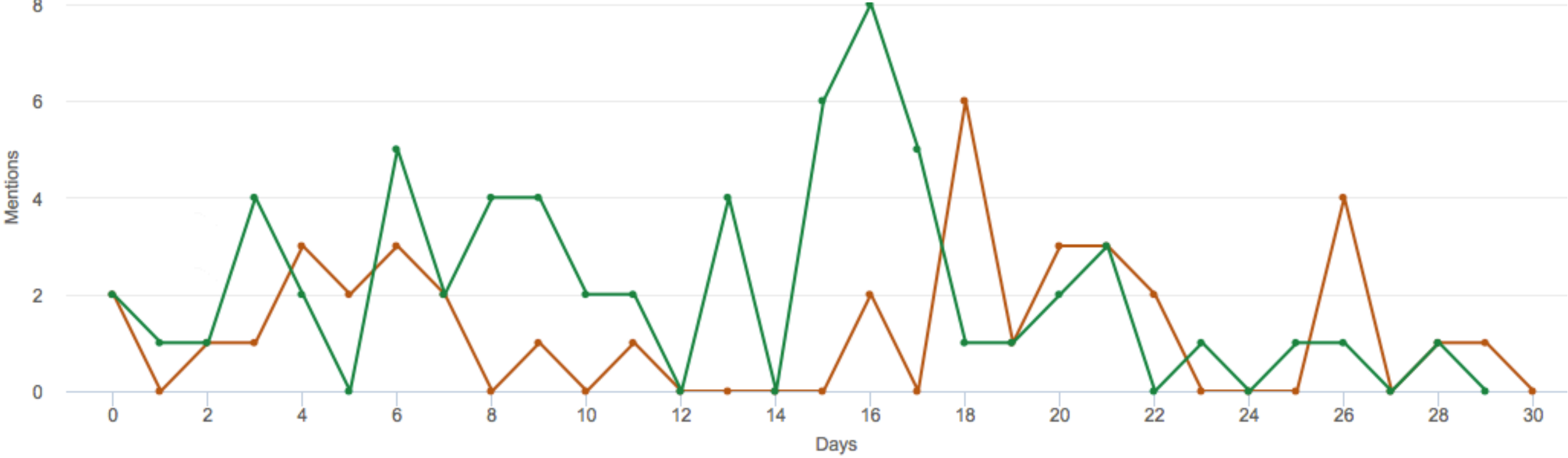
Previous Period: 60

Trending Topics

1. PROJECTS

2. work to improve water quality

3. moving



47%

9 authors

53%

10 authors

USERNAME	IMPACT
Ohio State @OhioState	23
Cleveland Metroparks @clevemetroparks	21
NE Oh Regional Sewer @neorsd	20
Spokesdrop, NEORS @WallyWaterdrop	20
Tripp Braden @TrippBraden	20
Anne Jefferson @highlyanne	20
WOSU News @wosunews	19
Rick Payerchin @MJ_JournalRick	19
Ohio Sea Grant @ohioseagrant	19
Susan Crowell @scrowell	19

Ohio State @OhioState

For 146 years, The Ohio State University has been a stage for academic achievement and a laboratory for innovation.

#MyOhioState

Follow @OhioState

GenderUnknown

LocationColumbus, United States

Latest mention of: Water Quality

Ohio State @OhioState RT @ohioseagrant: Looking back at 2016: Watching Fish See: @OhioState researchers study how water quality affects fish eyesight buff.ly/2igC3WV pic.twitter.com/ew7zaFayv8



work to imp...  
**PROJECTS**  
Improve Wat...  
moving  
move to LA act quality goals

🐦 **NE Oh Regional Sewer** @neorsd ✓

19 Dec

PROJECTS: Proud to be a sponsor of this important @cleveparks work to improve **water quality** and restore an urban stream. [twitter.com/ewingerj/statu...](https://twitter.com/ewingerj/status...)

🐦 **Andrew Flinn** @BRNAGNews\_Flinn

21st Dec

A researcher says #Ohio agriculture is moving toward #**water quality** goals but more work to do [brownfieldagnews.com/?p=157099](https://brownfieldagnews.com/?p=157099) #agnews

🐦 **Ohio Livestock Cltn** @OhioLivestock

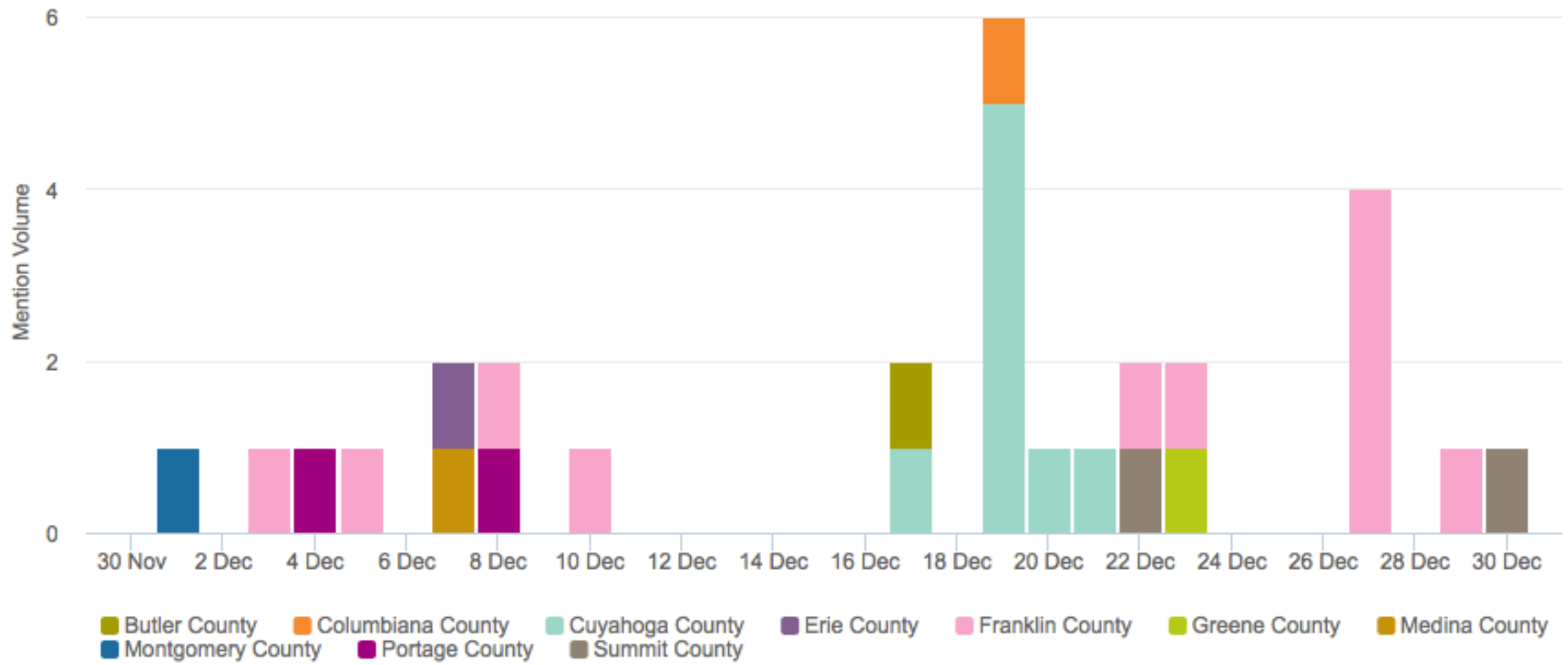
23rd Dec

#Farmers also concerned about **water quality**; appreciate the recognition by @OhioEPA of #ag support for solutions. [bit.ly/2hzmo0J](https://bit.ly/2hzmo0J)

In comparison to the summer months, the conversation of water quality dropped off significantly over the fall and winter months including December. There was only one mention of Lake Erie in the water quality conversation.



Franklin County had the most mentions in December. However since there were so few of mentions, it is difficult to draw insights from this information.



# Sustainable Food

## Total Mentions

2761

▼ 22%

Previous Period: 3561

## Unique Authors

1798

▼ 24%

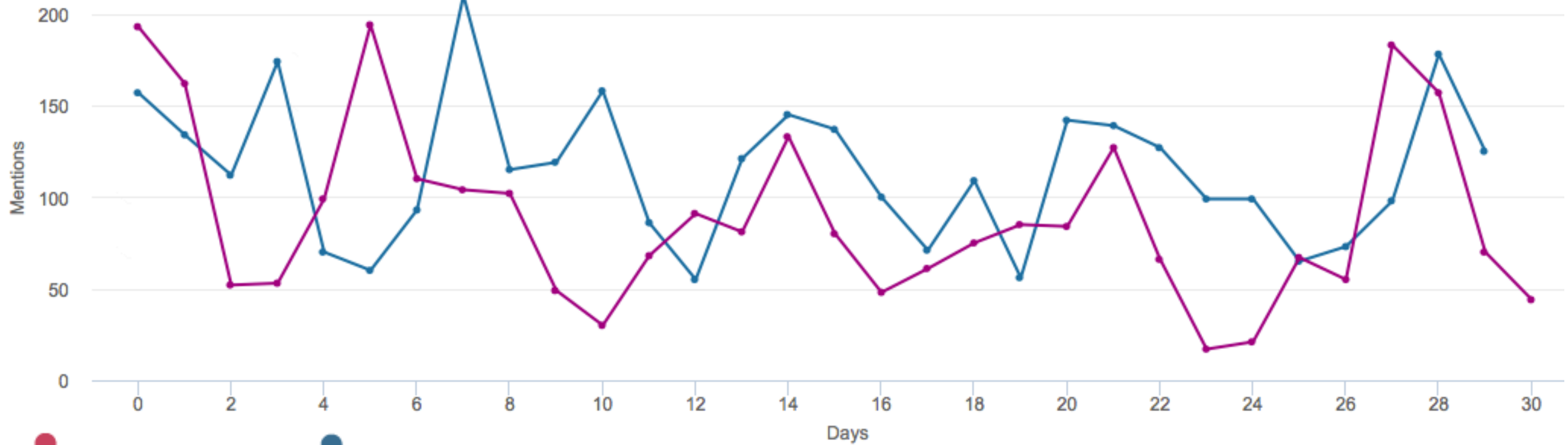
Previous Period: 2374

## Trending Topics

1. Times The Sustainable Food Movement...
2. Movement Won Big
3. minute Christmas

## Top News Stories

1. Steven Cohen Hikes Bunge Holding by ...
2. How Indigenous People Won 2016, But ...
3. 5 Times The Sustainable Food Moveme...

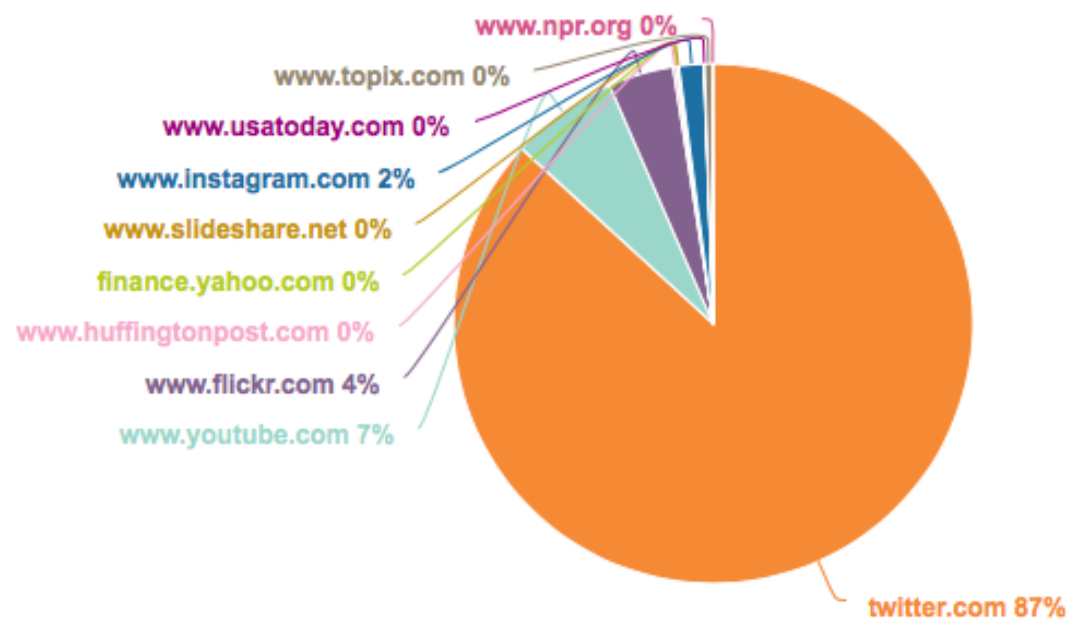












59%  
335 authors

41%  
229 authors

• Sustainable Food  
Nov 01, 2016 - Nov 30, 2016

• Sustainable Food  
Dec 01, 2016 - Dec 31, 2016



USERNAME	IMPACT
 Sally K. Witt @sallykwitt	27
 HuffPost Politics @HuffPostPol	27
 Business Coach @BrianRBaird	26
 Food Tank @foodtank	26
 grist @grist	26
 Cary @Cary88888888	25
 Maggie Rawlinson @maggietranquila	25
 Fake Dispatch @Fake_Dispatch	24
 Outside Magazine @outsidemagazine	24
 Marion Nestle @marionnestle	24




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  
Sustainable Food [tweetedtimes.com/OrganicNation/...](https://twitter.com/OrganicNation/)



🐦 **EarthSpeak** @Living4Earth 30 Dec  
5 times the sustainable food movement won big in 2016 ➡ by @robojojo [huffingtonpost.com/entry/food-mov...](http://huffingtonpost.com/entry/food-mov...) via @HuffPostPol #TheResistance #OurRevolution

🐦 **Bayer CropScience US** @Bayer4CropsUS 13 Dec  
RT @Bayer4Crops: New sensor technology will lead to improvements in insect control & more sustainable food production [spr.ly/60178K5AZ](http://spr.ly/60178K5AZ) #DigitalFarming

🐦 **Earth Accounting** @EarthAccounting 7 Dec  
How to Transform Our Food System. An Expanding Population Calls for **Sustainable Food Production** [ow.ly/pfIG306PmN5](http://ow.ly/pfIG306PmN5) #sustainability

Sustainable food mentions decreased in December. A Huffington Post article was shared multiple times which caused the spike in mentions at the end of the month. Sustainable food production continues to be a topic that leads the conversation.



# Sustainable Farming

Total Mentions

2422

▲ 17%

Previous Period: 2062

Unique Authors

1853

▲ 37%

Previous Period: 1354

Trending Topics

1. resolve to make farming profitable

2. Sustainable Fish Farming

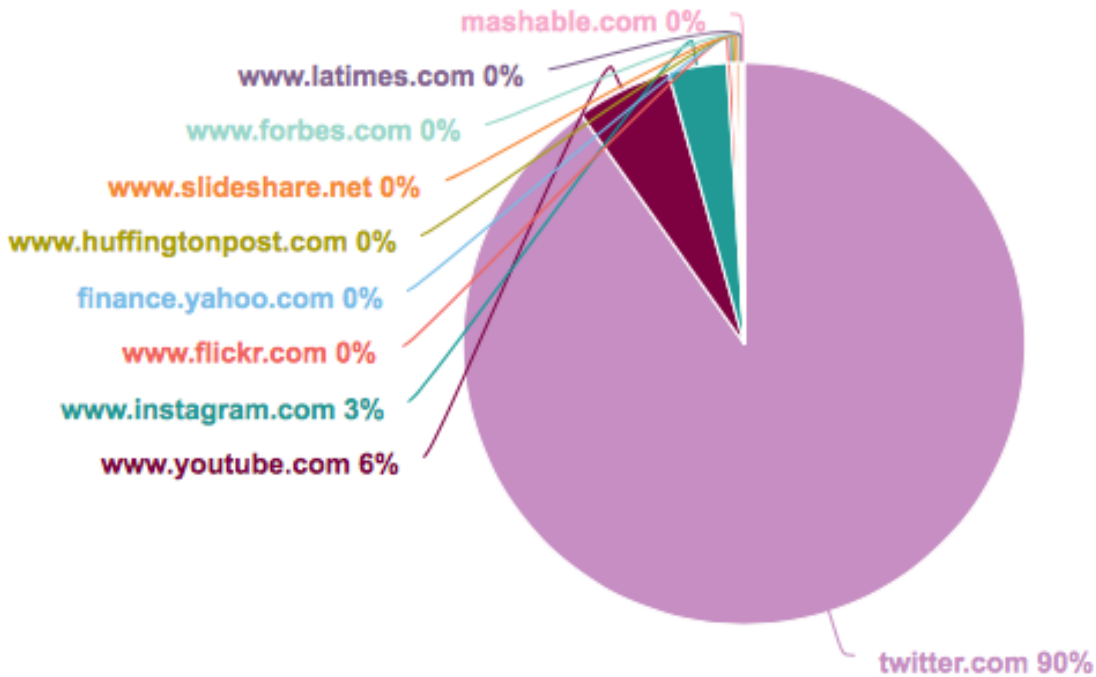
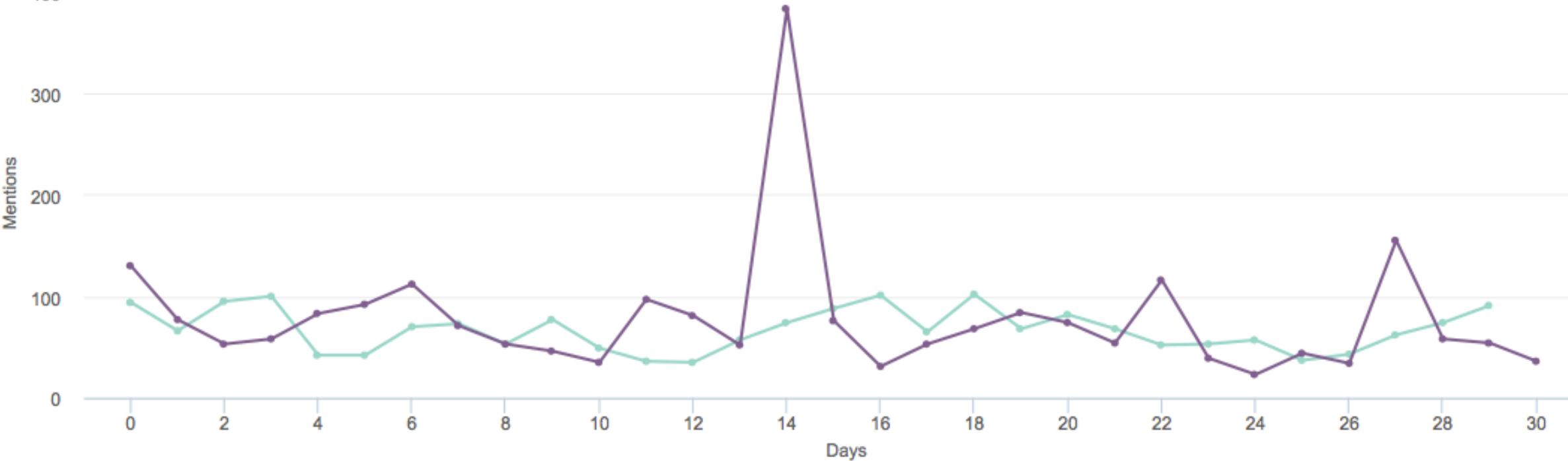
3. Farming Systems

Top News Stories

1. AE50: ASABE names innovations from ...

2. Prince Charles -- A Visionary Leader In ...

3. Vanilla: The Basic Info You Need | The ...



USERNAME	IMPACT
Dr. Joseph Mercola @mercola	27
UN Development @UNDP	27
Michael Pollan @michaelpollan	27
Simon Mainwaring @simonmainwaring	25
Organic Consumers @OrganicConsumer	24
Dylan Ratigan @DylanRatigan	24
GreenBiz @GreenBiz	24
Rainforest Alliance @RnfrstAlliance	24
Rotary International @Rotary	24
Phoenix Voyage @PVTweet	24

Dr. Joseph Mercola @mercola

Osteopathic physician, health activist and founder of the #1 natural health site, <http://www.Mercola.com>. I advocate dietary & lifestyle approaches to health.

Follow @mercola

Gender	Male
Location	Chicago, United States
Profession	Executive, Health Practitioner
Interests	Beauty/Health & Fitness, Politics

**Latest mention of: Sustainable Farming**

**Dr. Joseph Mercola @mercola**  
It is time to adopt sustainable farming methods. Glyphosate permeates the ecosystem and our bodies [ow.ly/FifD306FP5x](https://ow.ly/FifD306FP5x)



# Sustainable Farming

sustainable farming techniques  
farming is not an alternative anymore  
Sustainable Fish Farming  
Read UK future of farming South  
**Interested**  
sustainable farming practices sustainable practices  
sustainable farming methods food production  
Sustainable Agriculture adopt sustainable  
Farming Systems  
resolve to make farming profitable

🐦 **Dr. Joseph Mercola** @mercola 1 Dec  
It is time to adopt **sustainable farming methods**. Glyphosate permeates the ecosystem and our bodies  
[ow.ly/FIfD306FP5x](https://ow.ly/FIfD306FP5x)

🐦 **UN Development** @UNDP 15 Dec  
World's #1 #pineapple grower looks at **sustainable farming** for #GlobalGoals: [bit.ly/2cBw4pa](https://bit.ly/2cBw4pa) #LifeonEarth  
[pic.twitter.com/79KngQHVKR](https://pic.twitter.com/79KngQHVKR)

🐦 **Cherly Mcneese** @CherlyMcneese 15 Dec  
RT @PVTweet: Interested in #learning more about #Sustainable #Farming? We've compiled a list of great  
#resources on the topic! [phoenixvoyage.org/sustainable-fa...](https://phoenixvoyage.org/sustainable-fa...) [pic.twitter.com/m4TQocBguJ](https://pic.twitter.com/m4TQocBguJ)

The sustainable farming conversation increased slightly in December. The large spike on December 15<sup>th</sup> was caused by the sharing of an article on twitter about resources to learn more about sustainable farming. A majority of the conversation takes place on twitter. There is a link between the future and sustainable farming, 11 percent of mentions also included the mention of “future”.

Sustainability



Sustainable Farming



The sustainable food conversation decreased over the month of December where as the sustainable farming conversation increased. The mention gap is much less significant compared to previous months.



Sustainable Food



# GMO Soybeans

Total Mentions

174

▼ 48%

Previous Period: 332

Unique Authors

109

▼ 57%

Previous Period: 256

Trending Topics

1. province

2. prohibited

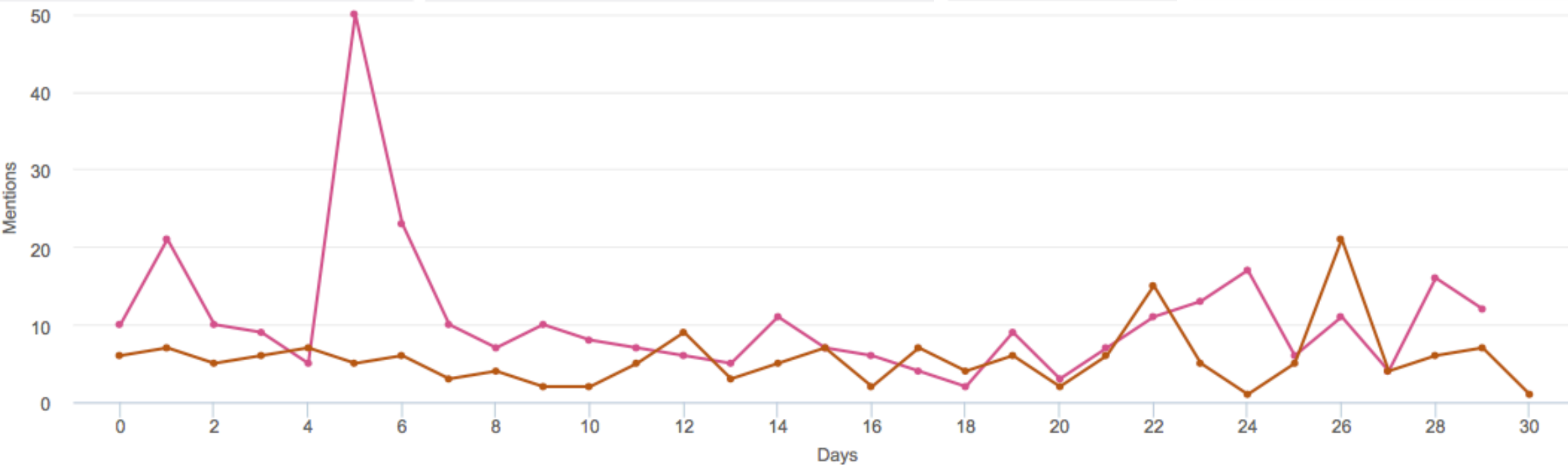
3. FlavrSavr

Top News Stories

1. Trump's Pick for China Ambassador a "...

2. Tornado Alley (PROG): RE: GMO - We'...

3. Butterfly effect: Top grain-producing regi...

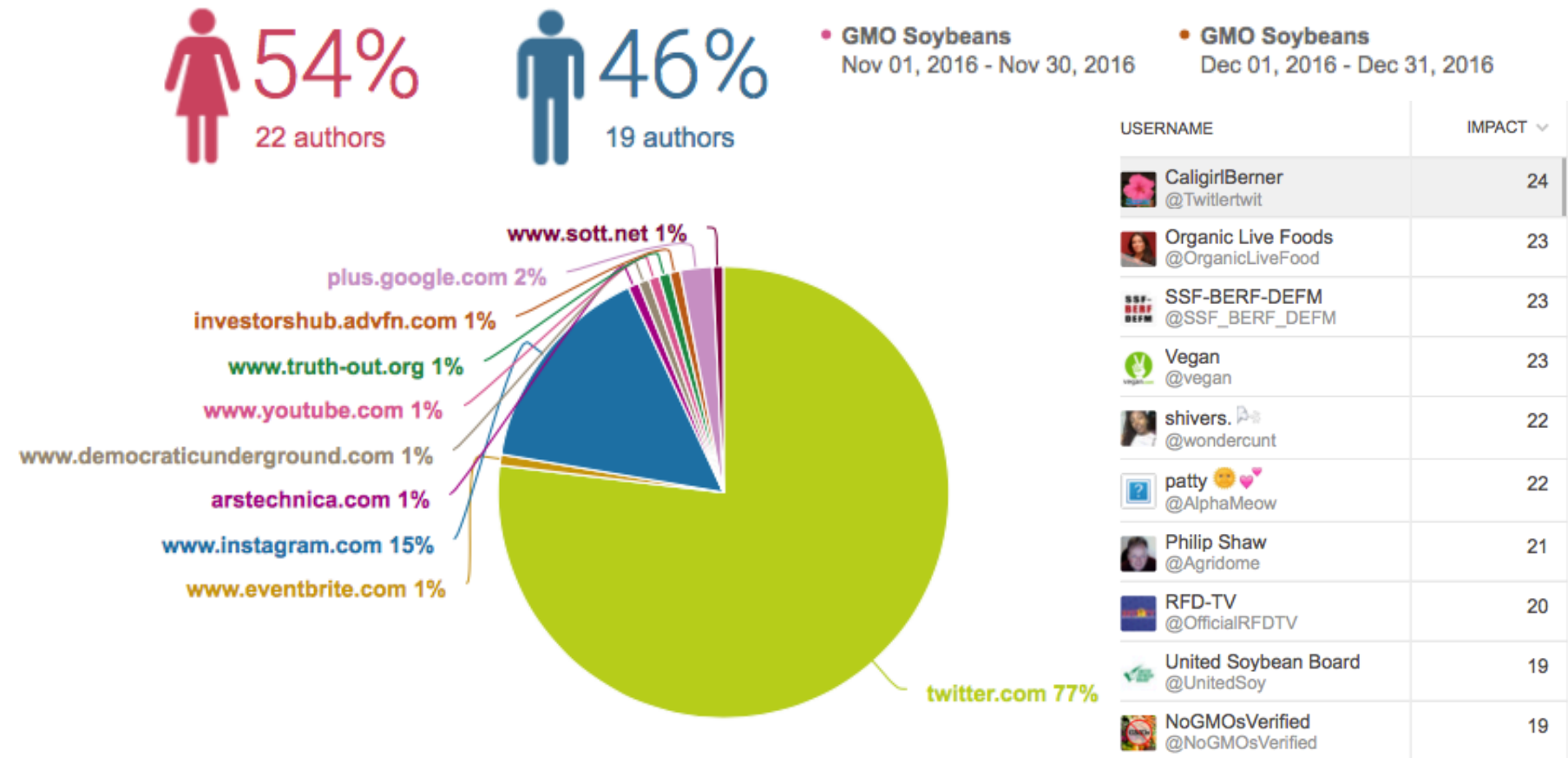


54%

22 authors

46%

19 authors



USERNAME	IMPACT
CaligirlBerner @Twitlertwit	24
Organic Live Foods @OrganicLiveFood	23
SSF-BERF-DEFM @SSF_BERF_DEFM	23
Vegan @vegan	23
shivers. @wondercunt	22
patty @AlphaMeow	22
Philip Shaw @Agridome	21
RFD-TV @OfficialRFDTV	20
United Soybean Board @UnitedSoy	19
NoGMOsVerified @NoGMOsVerified	19

CaligirlBerner @Twitlertwit

Defeating LIARS & racists of the world. Enjoy everyday as if it were your last. #WaterIsLife #NODAPL #GMO is poison #DemExit Adding to List= BLOCK

Follow @Twitlertwit

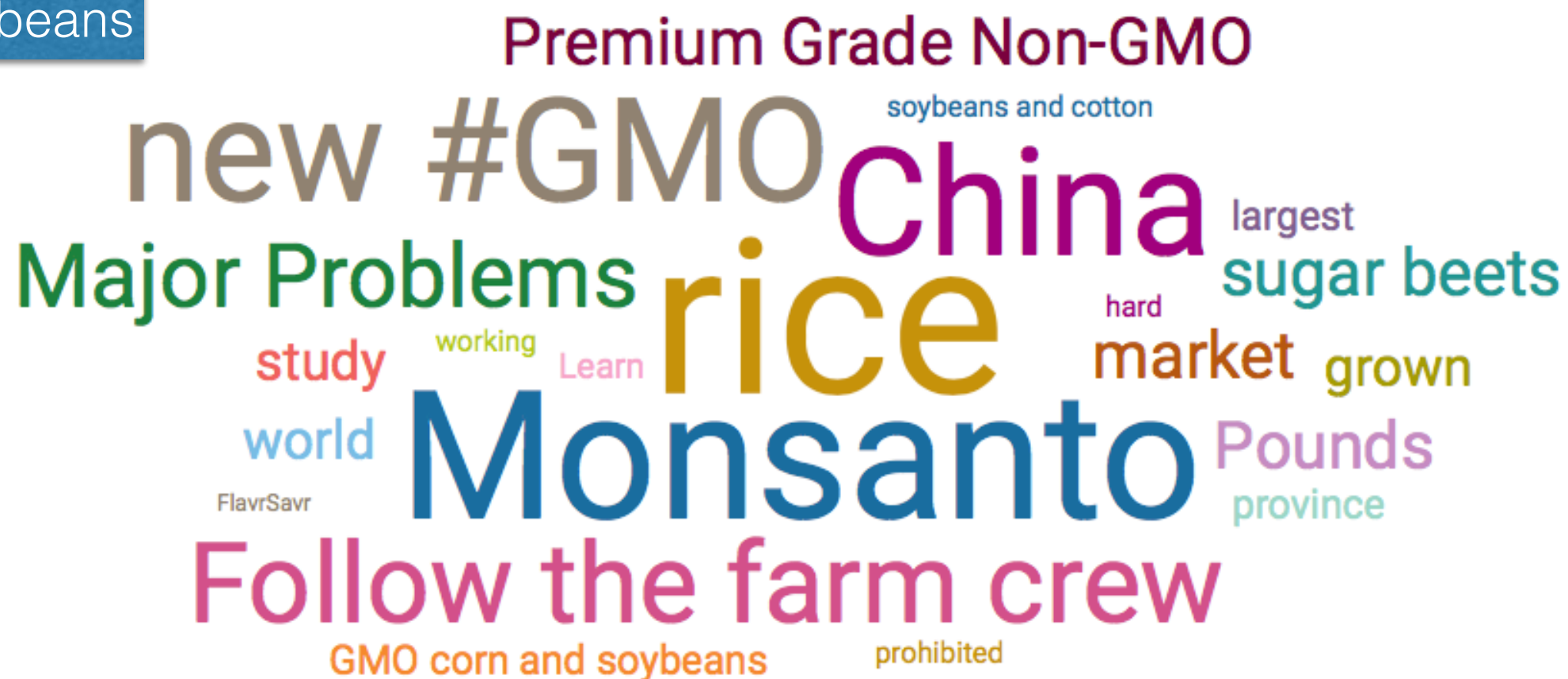
Location

United States

Latest mention of: GMO Soybeans

CaligirlBerner @Twitlertwit
 RT @clarionconcept: I've read FDA and Monsanto are screwing our peach farmers in Georgia, and GM'ing all non-GMO peaches... soybeans was only the beginning #FDA





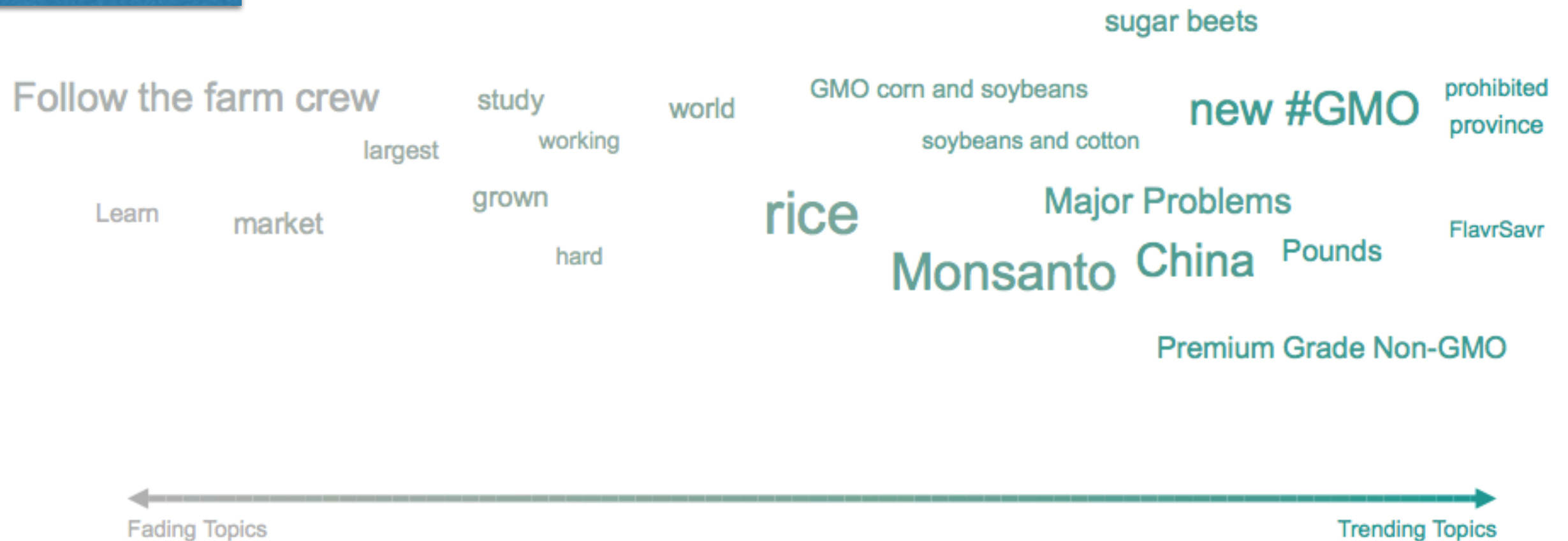
🐦 **Organic Live Foods** @OrganicLiveFood 27th Dec  
#Bayers new #GMO #soybeans represent the next wave in agricultural biotechnology resistant  
2deadlier #herbicides: [bit.ly/1tAI9Lb](http://bit.ly/1tAI9Lb)

**madeira-island.com** (Forum) Posts: 0 - Views: 0 - mozRank: 4.66 3 Dec  
**Could GMO Foods Perhaps End Our Lives? - Madeira Island Forums**  
"...and the manufacturers like **Monsanto** as well as their close alliance with the federal government as well as the Food and Drug Administration that inform us that GMO foods are so risk-free, there is no need to even disclose GMO foods on the product packaging of the foods we buy and take in on a daily basis. Quotes are that 60% to 70% of processed..."

**investorshub.advfn.com** (News) mozRank: 5.46 5 Dec  
**Tornado Alley (PROG): RE: GMO - We've Been Sold a Lie**  
"...-based company Calgene (which was scooped up by **Monsanto** a few years later) added a specific gene to a conventional tomato that interfered with the plant's production of a particular enzyme, making it more resistant to rotting. The tomato was given the all-clear by the U.S. Food and Drug Administration. Since then, both the United States and..."

The GMO Soybean conversation decreased in December. The conversation was fairly stable. Monsanto continues to make up a majority of the GMO Soybean conversation. Most mentions including Monsanto carry a negative sentiment. Large agribusinesses including Monsanto, Bayer and Syngenta are named in the GMO Soybean conversation.

# GMO Soybeans



The illegal use of dicamba on Monsanto's new GMO soybeans without EPA approval is a topic that continues to be closely monitored. In December, Dicamba was mentioned in 2 posts but was mentioned in multiple articles that refer to Monsanto's new soybean.

🐦 **Bob Curren** @BobCurren 23rd Dec  
RT @SSF\_BERF\_DEFM: 3 Major Problems With Monsanto's New **GMO Soybeans** via  
[#EcoWatch rbl.ms/2aNm1Qn?0aDmi](https://rbl.ms/2aNm1Qn?0aDmi)

The Cornucopia Institute - [facebook.com](https://facebook.com) 14 Dec  
**The Organic & Non-GMO Report**  
The Organic & Non-GMO Report Bader Peaches, Missouri's largest peach producer, is suing Monsanto over drift damage from dicamba herbicide, which was used with Monsanto's **GMO soybeans**. Owner Bill Bader says his business lost 30,000 peach trees to the herbicide damage.

Amelia Thompson - [facebook.com](https://facebook.com) 2 Dec  
**If live in Arkansas & you're against the use of Dicamba, please call Governor Asa Hutchinson**  
If live in Arkansas & you're against the use of **Dicamba**, please call Governor Asa Hutchinson's office and ask them to support the current AR Plant Board's restrictions on the use of **Dicamba** & fine those who are spraying illegally! Our family business produces non-gmo crops & **Dicamba** drift is killing our crops! Monsanto and supporters are...