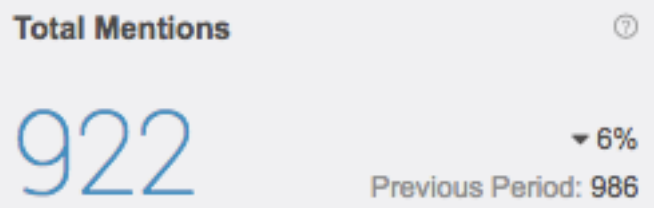




## January Online Listening Report

# 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

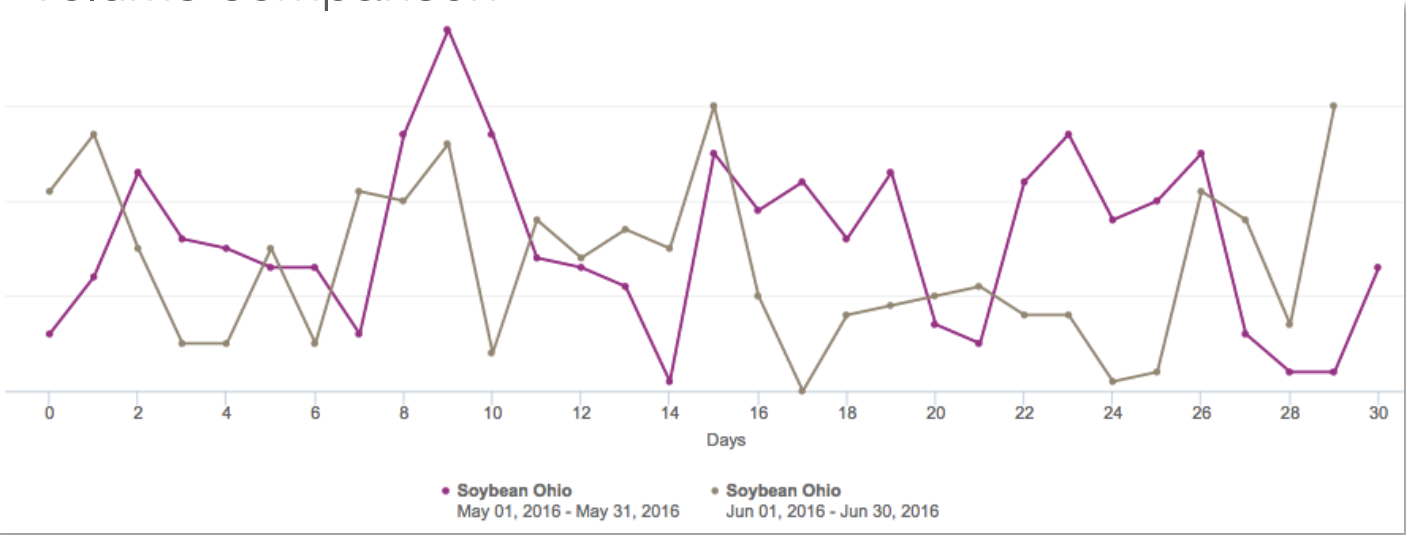
Shows trending topics within the reported month

## 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](#)

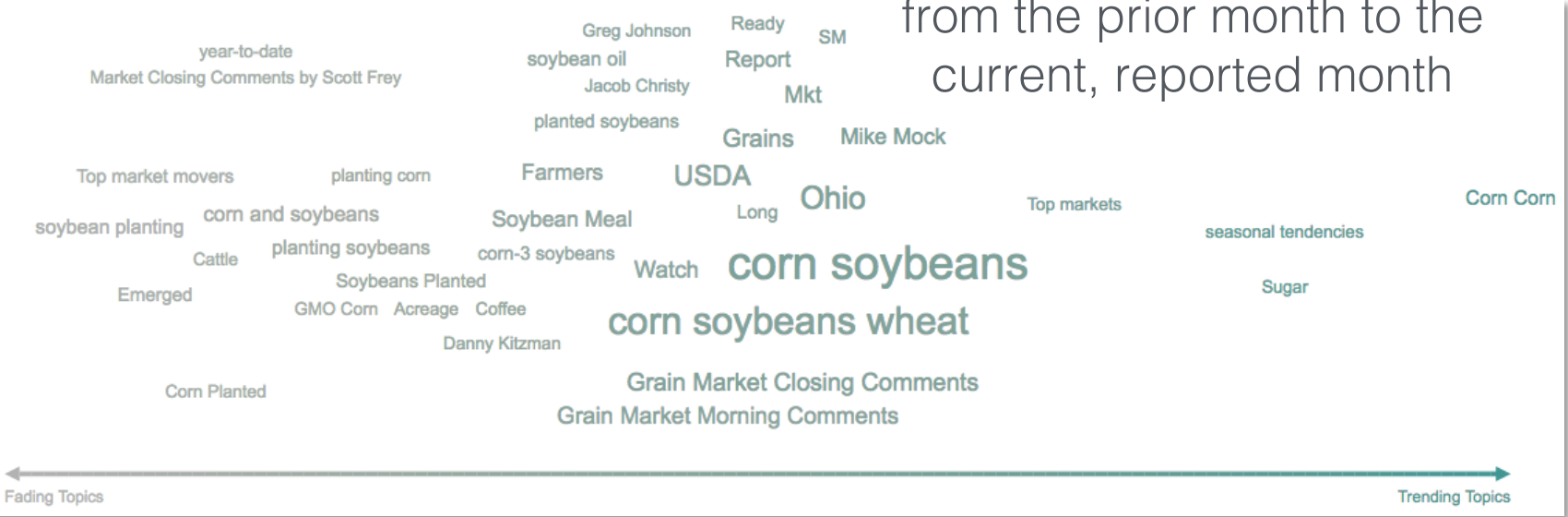
Gender	Male
Location	Ohio, United States
Profession	Politician
Interests	Politics

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

805

▲ 16%

Previous Period: 691

## Unique Authors

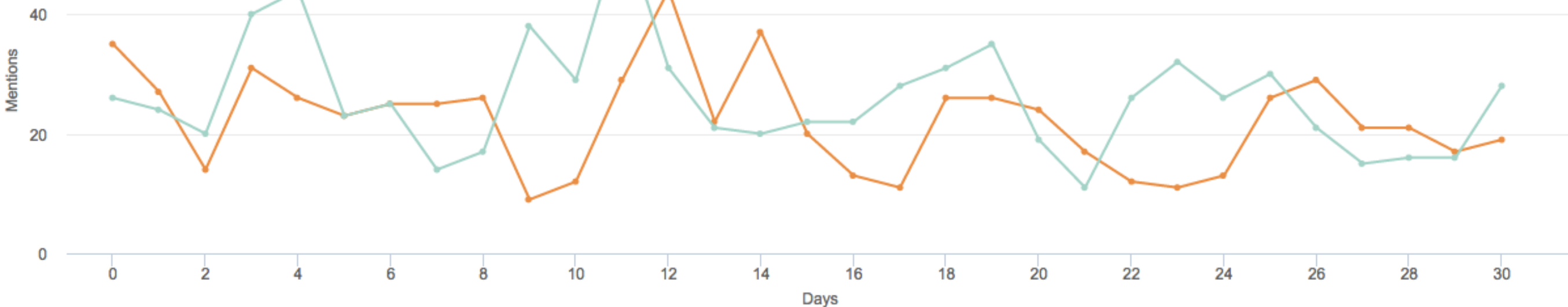
531

▲ 14%

Previous Period: 466

## Trending Topics

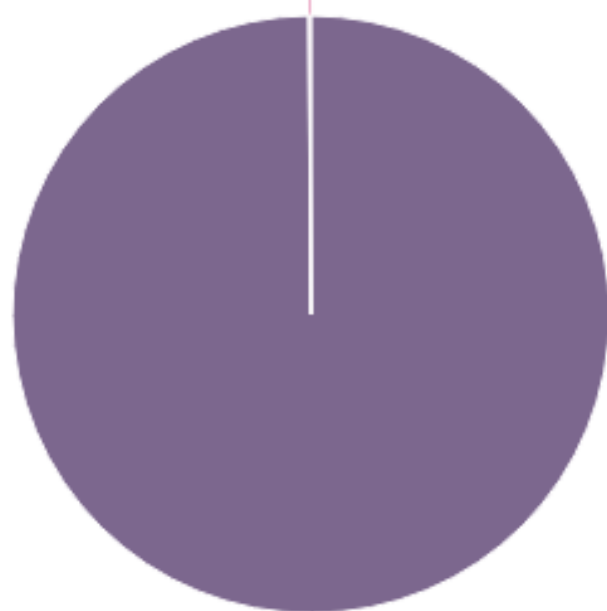
1. farming methods
2. Trump
3. sustainable farming



43%  
124 authors











57%  
166 authors

www.instagram.com 0%



twitter.com 100%

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


USERNAME	IMPACT
 Ki11er Six @Ki11ersix	23
 Rick Ross @rickross10	22
 #PhillipJacobs™ @AJVash	22
 Anne Jefferson @highlyanne	22
 john cosse @JOHNCOSSEL	22
 William H. Holla @_Joe03	22
 CherryWood @CherryFirewood	21
 FM J u lcE @fmjuicyjuice	21
 Eric Vanderburg @evanderburg	21
 farmanddairy @farmanddairy	21

### Ohio Farming Jan 01, 2017 - Jan 31, 2017

 Ki11er Six @Ki11ersix  
Borderlands Tips, Tricks, Top 5's and More!  
[Follow @Ki11ersix](#)

Gender Male  
Location Pandora, United States  
Interests Fashion

### Latest mention of: Ohio Farming

 Ki11er Six @Ki11ersix  
Triple O & Terramorphous Farming with Viewers!! [twitch.tv/ki11ersix](https://twitch.tv/ki11ersix)



16 Mentions

🐦 **Mystic Christine** @PsychicHealerC

31 Jan

RT @Tom\_Fedasz: @altusda @psychichealerc **Trump** doesn't care about Farmers, farming or America. He is A selfish traitor. Farming communities Impeach **Trump**!

🐦 **Sara Plaskett** @SarabearP

29 Jan

RT @altusda: If **Trump** starts a trade war with Mexico, it will be bad news for US farmers [vox.com/policy-and-pol...](https://www.vox.com/policy-and-politics/2017/1/29/14288888/trump-trade-war-mexico) #food #farming #agribusiness #food

🐦 **kenneth.barbie** @kennethbarbie

24 Jan

**Trump** economy is supposed to get a better trade deals for American farmers who buy the John Deere farming equipments

The Ohio Farming conversation increased compared to December. Trump had 16 mentions in January and this is the first time it has appeared as a leading conversation around Ohio farming.

# December to January Topic Shift Comparison





# Ohio Soybean Conversation

Total Mentions

299

Previous Period: 247

▲ 21%

Unique Authors

125

Previous Period: 90

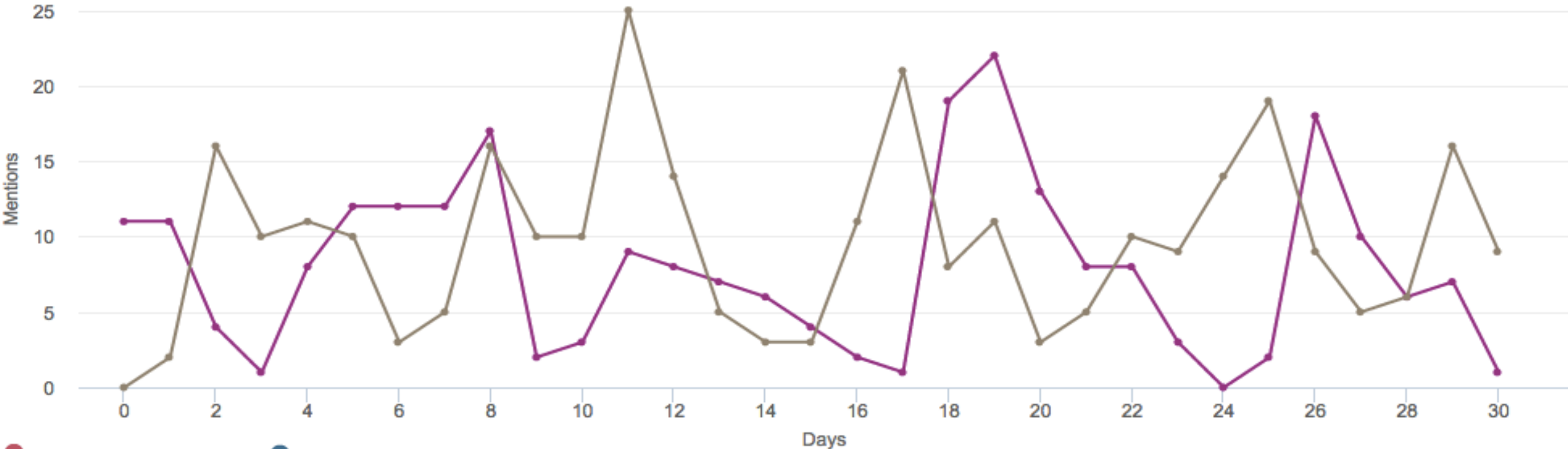
▲ 39%

Trending Topics

1. Coffee

2. Check

3. Corn Corn



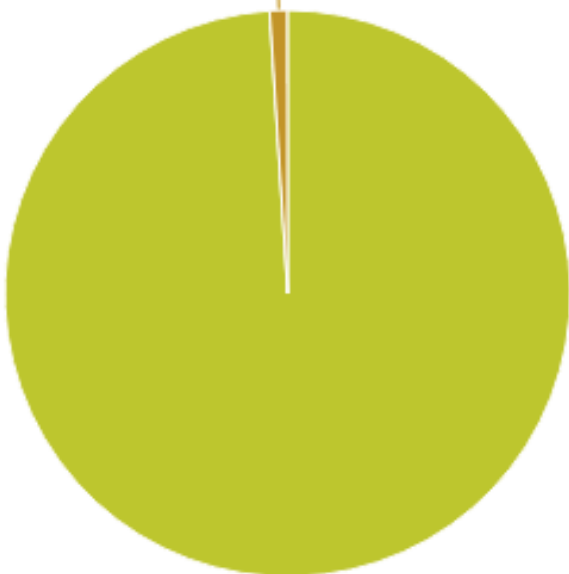
31%

23 authors

69%

51 authors

www.instagram.com 1%



twitter.com 99%

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

USERNAME	IMPACT
David Stendahl @David_Stendahl	30
Jenny Dewey Rohrich @PrairieCA	21
The Toledo Blade @toledonews	21
OCJ & Ohio Ag Net @ocj_ohioagnet	21
Ben Klick @Farmer_Klick	20
Suki @suekhi	20
Victor Zubarev @VictorZubarev	20
Newcomer @glen_newcomer	20
john cossel @JOHNCOSSEL	20
socialintoledo @socialintoledo	19

## Soybean Ohio Jan 01, 2017 - Jan 31, 2017

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  
Markets close to Resistance levels: Yen U.S. Dollar Crude Oil Nat Gas Gasoline Corn Soybeans Cotton Gold [signaltradinggroup.com/market-targets/](http://signaltradinggroup.com/market-targets/)

## Ohio Soybean Conversation

short-term Top market movers  
Check China Mexico  
Corn Corn  
Soybean Oil  
Coffee LME Mkt Close  
Ohio Soybean Council

David Stendahl @David\_Stendahl

31st Jan

Markets doing the worst since Trump presidency: Natural Gas -4.03%, Soybeans -4.43% & Soybean Oil -5.16%  
[signaltradinggroup.com/trump-performa...](http://signaltradinggroup.com/trump-performa...)



Andy Waldock @waldocktrades

30th Jan

New #agriculture perspective in" #Trump Administration Paints Bleak Picture for Small #Farms" <http://bit.ly/2jvpWRX> #soybeans  
#Commodities

OESCA @oesca

10th Jan

RT @VoinovichSchool: Students studying agriculture: Apply by Friday for the Ohio Soybean Council's scholarship of up to \$5K!  
[ow.ly/Q5tF305PeKt](http://ow.ly/Q5tF305PeKt)

The overall soybean conversation increased in comparison to December. Farmers and farm related twitter accounts lead the Ohio soybean conversation. A majority of the conversation relates to market prices and the new administration's influence on regulations and markets.

## December to January Topic Shift Comparison





# National Soybean Conversation

## Total Mentions

653

▲ 7%

Previous Period: 609

## Unique Authors

212

▲ 7%

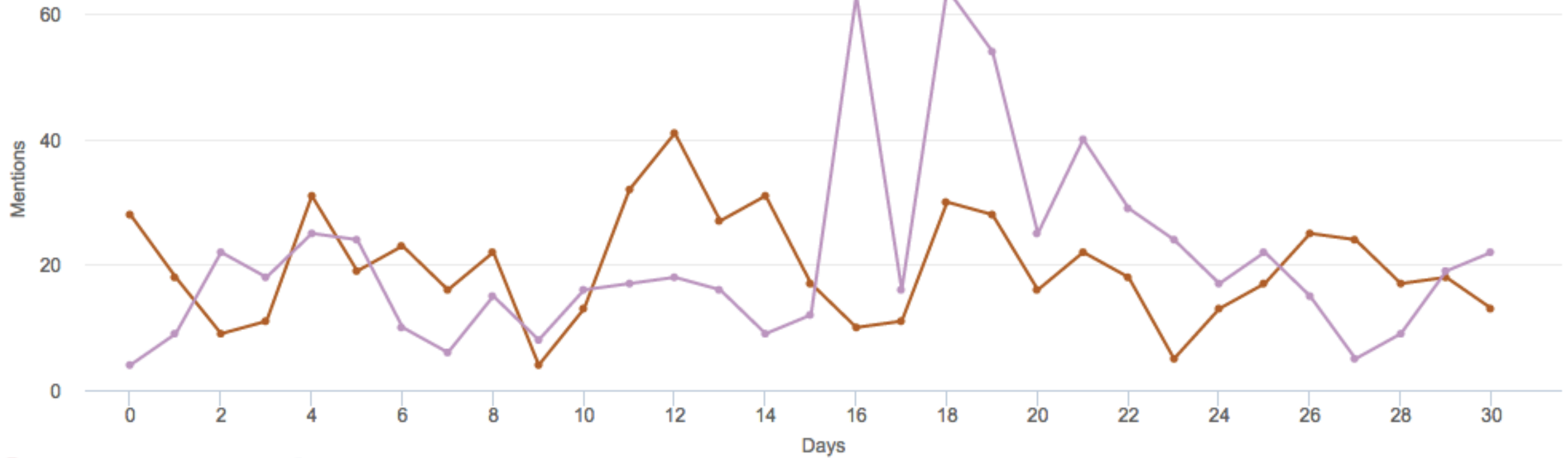
Previous Period: 198

## Trending Topics

1. family for at least five generations
2. tobacco farms
3. Farming's not the only thing

## Top News Stories

1. Monsanto and NRGene Announce Glob...
2. The Climate Corporation Unveils Most ...
3. How to Survive Climate Change in Rura...

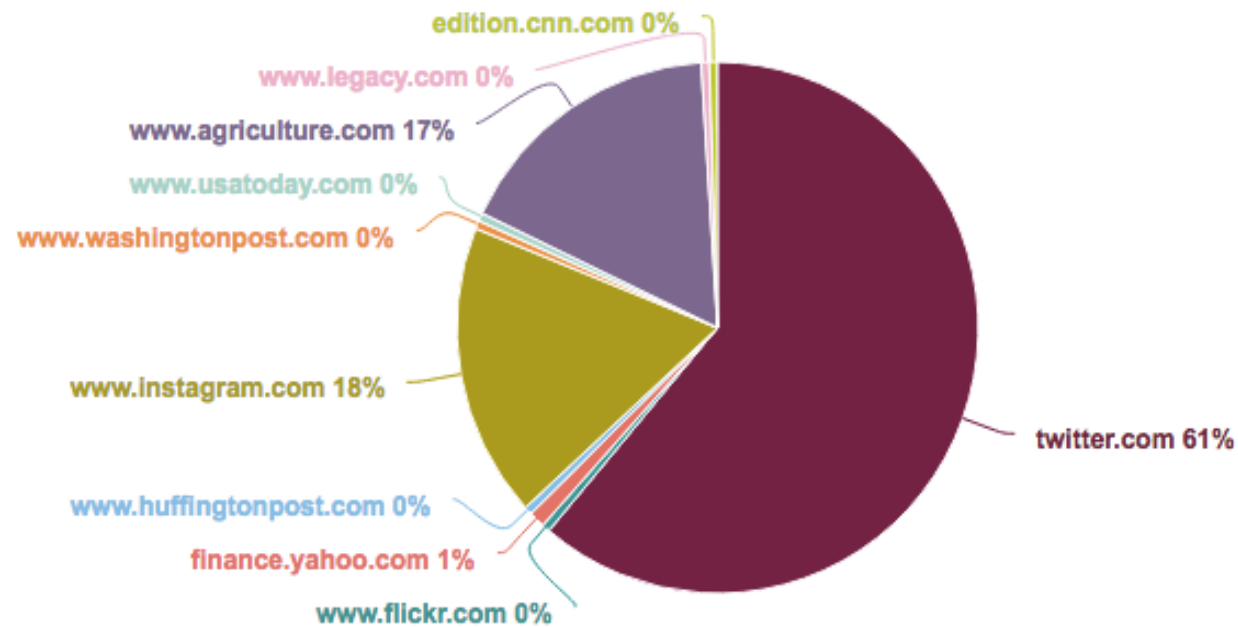












 7%  
1 authors


 93%  
14 authors

• Soybean Farming - US  
Dec 01, 2016 - Dec 31, 2016

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



USERNAME	IMPACT
 Wikitrends Farming @wikifarm	29
 Evan 2017 @evan7257	20
 Dave Fogel @ATI_DaveFogel	20
 David Rahe @daver819	19
 Brian D. Colwell @BrianDColwell	19
 Jeff Gill @Knapsack	18
 SD Ag Labs @SD_Ag_Labs	17
 BHIVE Labs @bhivegrow	17
 RJOBrokerageServices @FuturesNewsNow	16
 AGDAILY @AGDAILYMedia	16



Wikitrends Farming @wikifarm

Latest farming trending across the globe.

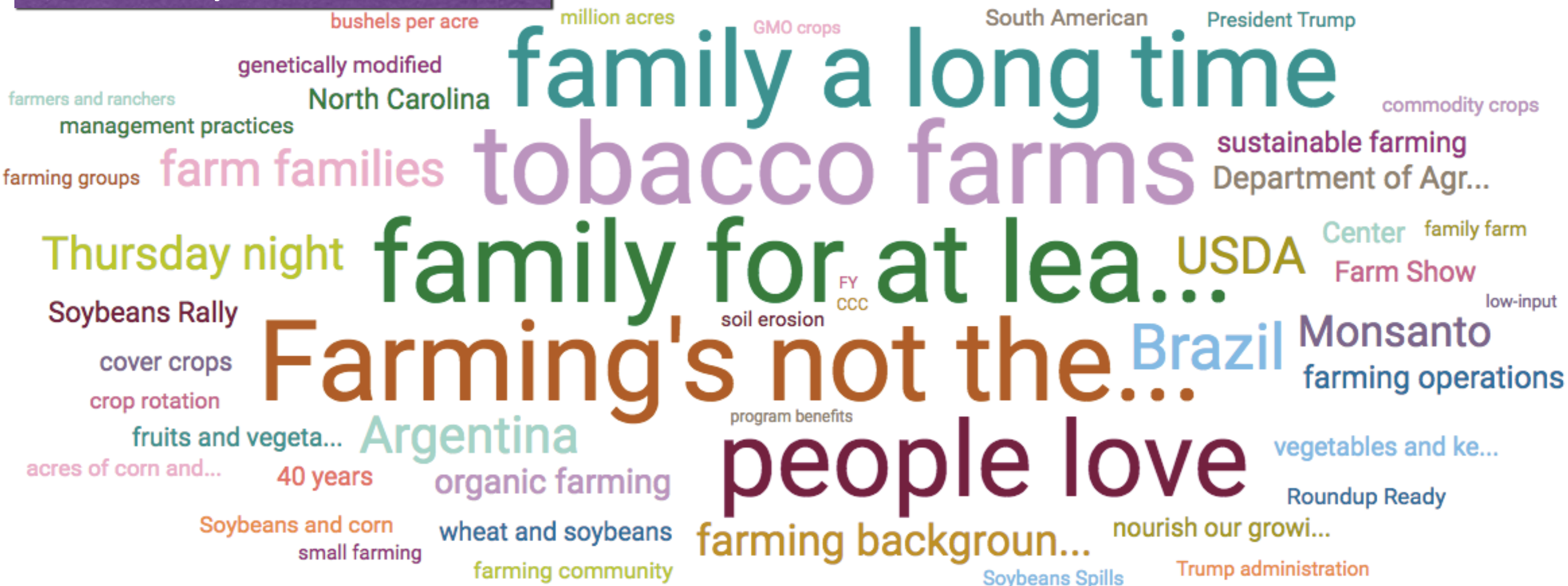
Follow @wikifarm

Gender Male  
Location United States  
Interests Fine Arts, Environment, Food & Drinks

## Latest mention of: Soybean Farming - US

🐦 Wikitrends Farming @wikifarm  
Head to Head: Soybeans Strengthen, Corn Stalls farming.wikitrends.us/?p=628 #farm #Farming #inaugurationboycott #maga #trump

# National Soybean Conversation



Ari Shapiro - [wwno.org](http://wwno.org) (News) mozRank: 5.86

17 Jan

## In Rural N.C., Trump Supporters Eagerly Await A Different Kind Of Change | WWNO

"...concerns them. A quarter-century ago, North Carolina's Yadkin County had more than 350 tobacco farms. Now that number is down to just a few dozen. Chuck Wooten's farm was among those tobacco farms. It has been in his **family for at least five generations**. Now, the land sprouts soybeans, pumpkins, strawberries. Farming's no

[thecalifornian.com](http://thecalifornian.com) (News) mozRank: 5.96

24 Jan

## Trump expects 'big results' from his USDA choice

"...transition team, said he began as "a simple Georgia farm boy," and he pledged to "champion the concerns of American agriculture and work tirelessly to solve the issues facing our **farm families**." Trump said at a pre-inauguration dinner in Washington on Thursday night that **Perdue's farming background** had elevated him above more "politically correct



[farmindustrynews.com](http://farmindustrynews.com) (News)

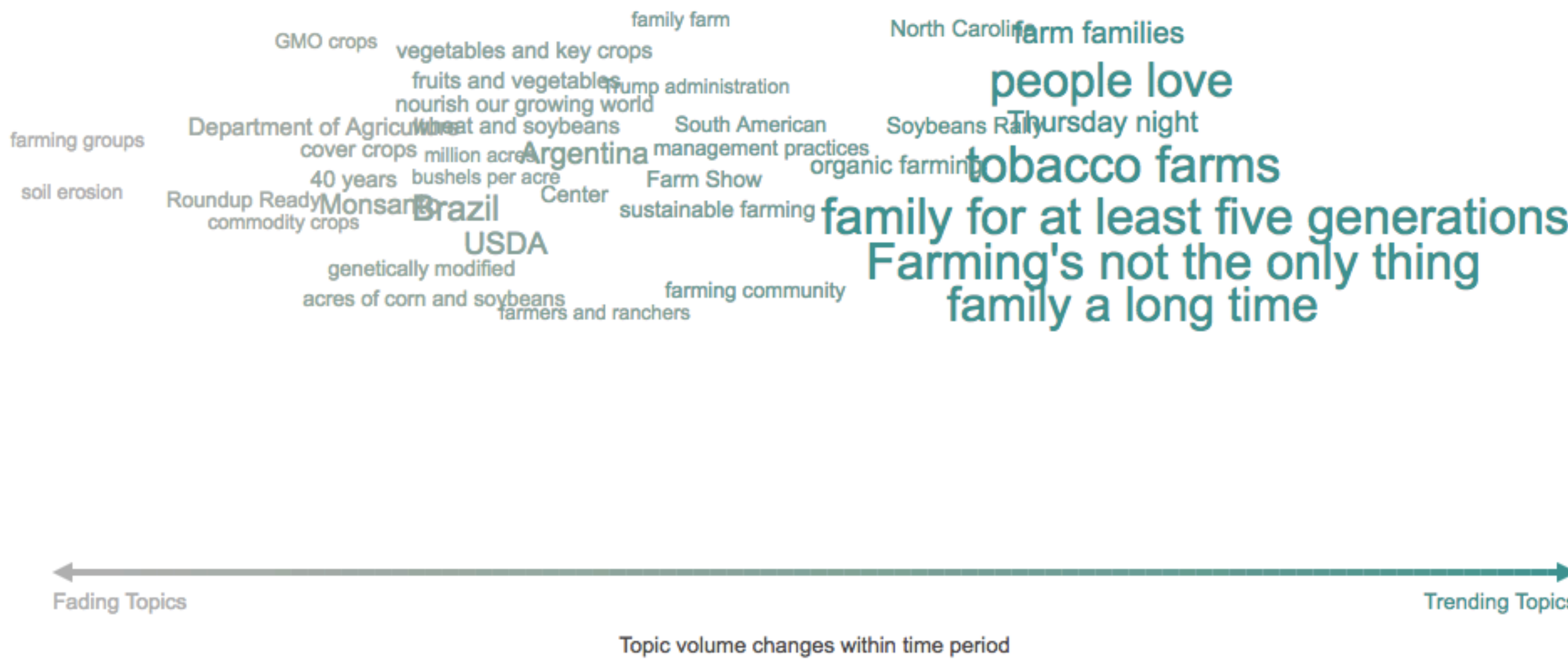
30 Jan

## Tales from Northwest Ohio

"...they farm. In one case near Napoleon, Ohio three **farm families** have partnered and are farming together. There are at least two families farming more than 20,000 acres and many in the 6,000+ acre category. To do this they must spread across several counties. A lot of fuel gets burnt driving machines up and down the roads. You have to give the..."

Mentions increased in January. Many conversations centered around the incoming Trump administration and family farms. A majority of mentions took place on Twitter. There are very few individuals participating in this conversation, most mentions are from news sources.

# December to January Topic Shift Comparison



# Topics of Interest



# Water Quality

## Total Mentions

92

▲ 136%

Previous Period: 39

## Unique Authors

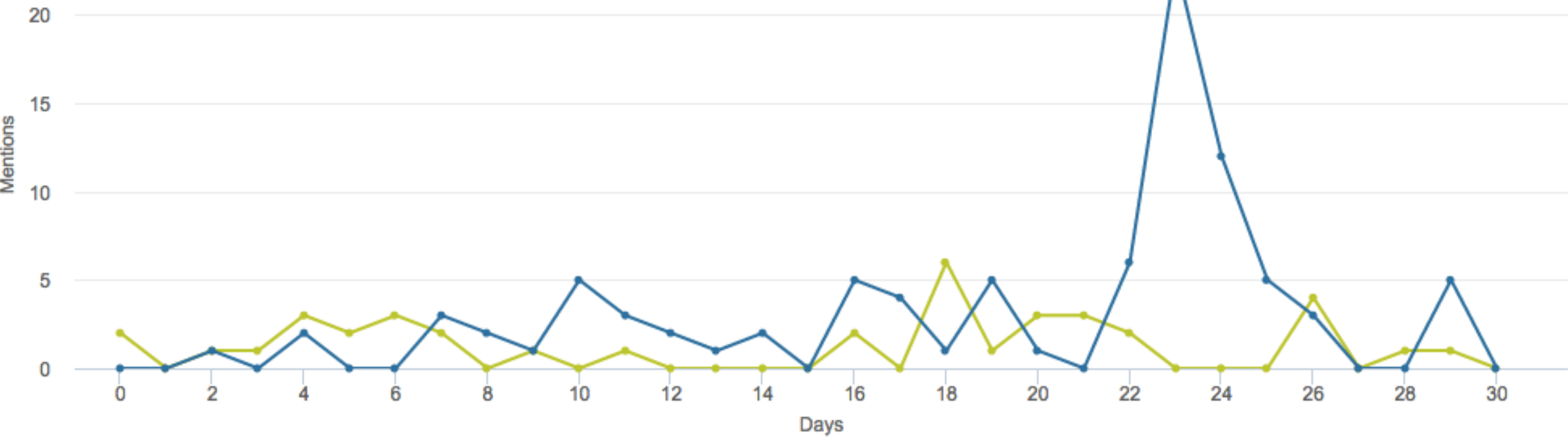
82

▲ 116%

Previous Period: 38

## Trending Topics

- 1. water quality testing
- 2. Toledo
- 3. Trump's EPA freeze could impact













● Water Quality  
Dec 01, 2016 - Dec 31, 2016

● Water Quality  
Jan 01, 2017 - Jan 31, 2017

 36%  
16 authors

 64%  
29 authors

USERNAME	IMPACT
 Jan Romes @JanRomes	24
 WTVG 13abc @13abc	23
 Ohio Farm Bureau @OhioFarmBureau	21
 The Toledo Blade @toledonews	21
 NE Oh Regional Sewer @neorsd	21
 Spokesdrop, NEORS D @WallyWaterdrop	20
 Maddie Landon @maddielandon	19
 some jerk @NerdGerm	19
 Scruffy @dixonshuman	19
 James L. Moore III @DrJLMooreIII	19




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: Water Quality

 Jan Romes @JanRomes  
RT @KMennerFineArt: #REFLECTING #TRANQUILITY #Art #Photography  
#Water Quality Prints and Cards at: [kayemenner.artistwebsites.com/featured/refle...](http://kayemenner.artistwebsites.com/featured/refle...)



Trump's EPA freez...  
water quality mon...  
improve water qua...  
program flooding  
Toledo water quality tes...  
protect water qua...  
Lake Erie  
quantity  
berea  
Town Hall  
Ohio Farm Bureau  
Flint  
impact on water q...



🐦 **Lake Erie Foundation** @LakeErieFound

25 Jan

RT @frankszollo: Trump EPA freeze impact **Lake Erie** water quality? thanks @WTOL11Toledo @SenSherrodBrown @AllieWTOL cc: @robportman wtol.com/story/34339070...

🐦 **USDA-NRCS-OH** @NRCS\_Ohio

25 Jan

Riparian buffers **improve water quality**, create habitat & protect against flooding. [go.usa.gov/3ack9](https://go.usa.gov/3ack9)  
[pic.twitter.com/ECMH2W5erO](https://pic.twitter.com/ECMH2W5erO)



🐦 **MCAF Ohio** @CleanAirMoms\_OH

18 Jan

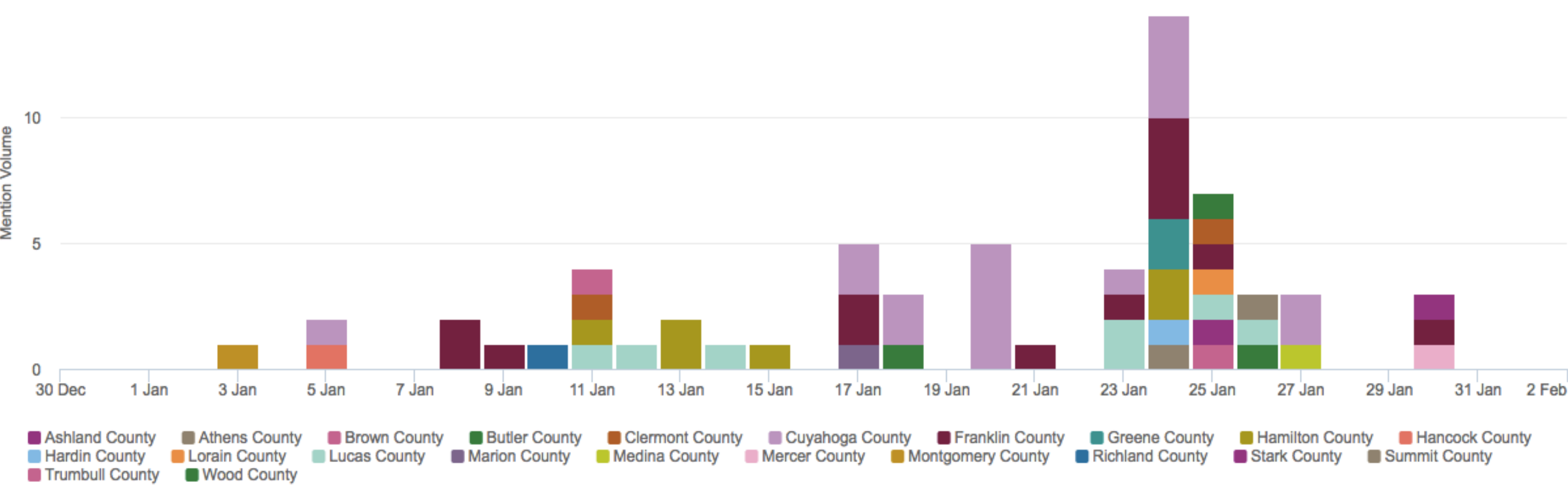
RT @NWFwater: "Cooperative federalism" doesn't mean states dictate air & water quality standards. That's the failed approach that led to a dead **Lake Erie**.

Compared to December, the total number of water quality mentions increased by more than 50%. Most conversations were about water quality monitoring and improvement. There were three mentions of Lake Erie in the water quality conversation. Retweets of EPA grants and contracts caused the spike in mentions in the end of January.

Water Quality



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



# Sustainable Food

Total Mentions

4172

Previous Period: 2777

▲ 50%

Unique Authors

2952

Previous Period: 1808

▲ 63%

Trending Topics

1. Expert

2. Sustainable Food and Honest Labeling

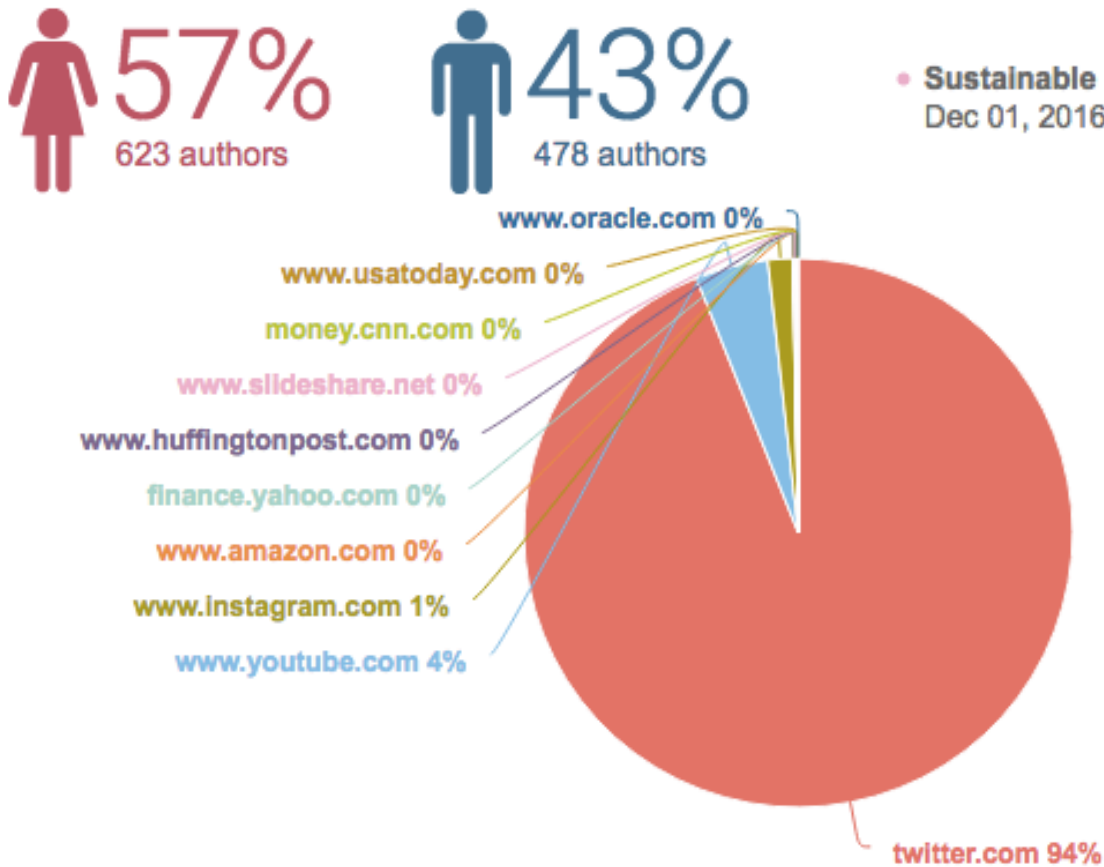
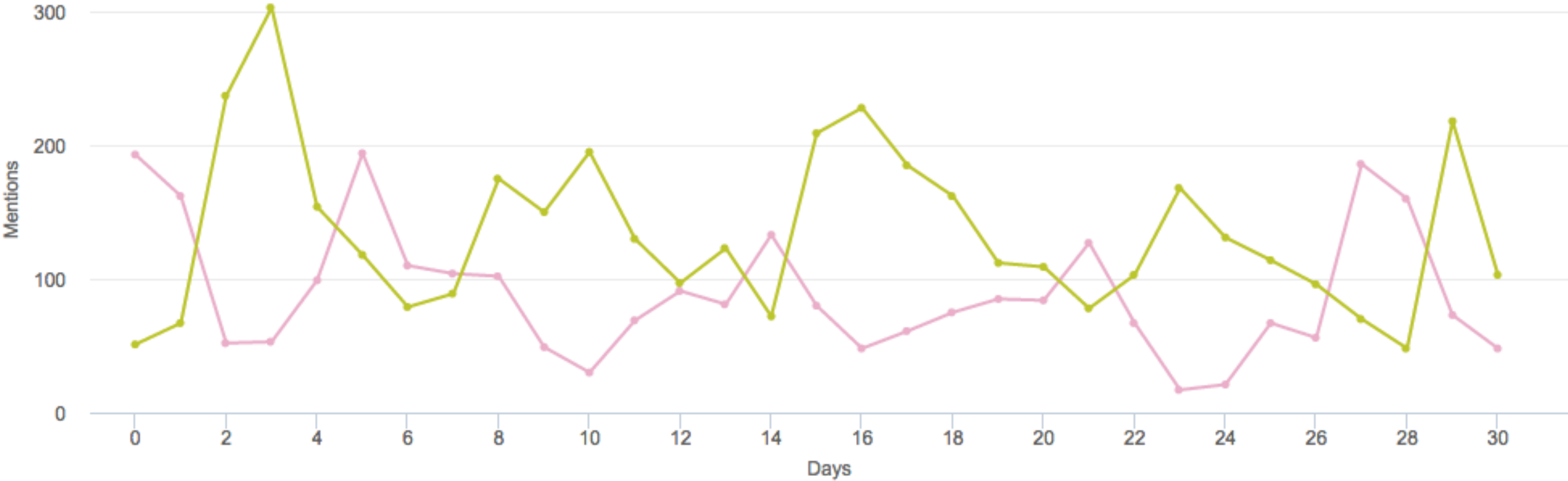
3. benefits of Guatemalan

Top News Stories

1. Prime Now Introduces Delivery from Ne...

2. Kroger Receives EPA Food Recovery A...

3. Meatless Monday: A Lesson in Organic...



USERNAME	IMPACT
Cary @Cary88888888	31
Sally K. Witt @sallykwitt	28
EcoWatch @EcoWatch	28
Lifehacker @lifehacker	27
Food Tank @foodtank	27
No Kid Hungry @nokidhungry	26
Business Coach @BrianRBaird	26
One Green Planet @OneGreenPlanet	26
Danielle Nierenberg @DaniNierenberg	26
Arianna Huffington @ariannahuff	25

Cary @Cary88888888  
Libertarian Who, Believes in Life, Liberty & Pursuit of Happiness, wResponsibility for ones actions. MOΛQN ΛABE constitution is our guide to live fair life!  
[Follow @Cary88888888](#)

Gender

Male

Location

Texas, United States

Interests

Politics

Latest mention of: Sustainable Food

Cary @Cary88888888  
Read Farm to Table: The Essential Guide to Sustainable Food Systems for Students, Professionals, [youtube.com/watch?v=m-bYBD...](#) #AGENDA21

## Sustainable Food



🐦 Wendy Wilson @opurra

Will 2017 be the year we get serious about sustainable food? - the guardian  
[apple.news/AzDAXeUooRmmF7...](https://apple.news/AzDAXeUooRmmF7...)

3 Jan

crop protection - [facebook.com](https://facebook.com/ecpa.eu) Likes: 7 - Shares: 2 - Comments: 1  
[ecpa.eu](https://ecpa.eu)

30 Jan

"Europeans with a safe, affordable, healthy, and **sustainable food supply**. We promote modern farming practices and champion the use of crop protection technol..."

[kpbs.org](https://kpbs.org) (News) mozRank: 6.26

24 Jan

**'Speed Dating' For Farmers And Chefs: ISO A Perfect Local-Food Match | KPBS**

"...people. We're used to being out and working by yourself." "But I think it's going to be fun," Ashley Heaney says, resolutely. The matchmaker at this event is Pamela Hess, founder of the Arcadia Center for **Sustainable Food and Agriculture**. She's been putting it on every year for the past five years. Hess makes sure that each farmer or chef..."

Sustainable food mentions increased by 50% in January. A Guardian article title “Will 2017 be the year we get serious about sustainable food?” was shared or mentioned more than 600 times. Sustainable food production continues to be a topic that leads the conversation.



# Sustainable Farming

Total Mentions

2626

Previous Period: 2432

▲ 8%

Unique Authors

1904

Previous Period: 1856

▲ 3%

Trending Topics

1. sustainable farming system

2. important part of my sustainable

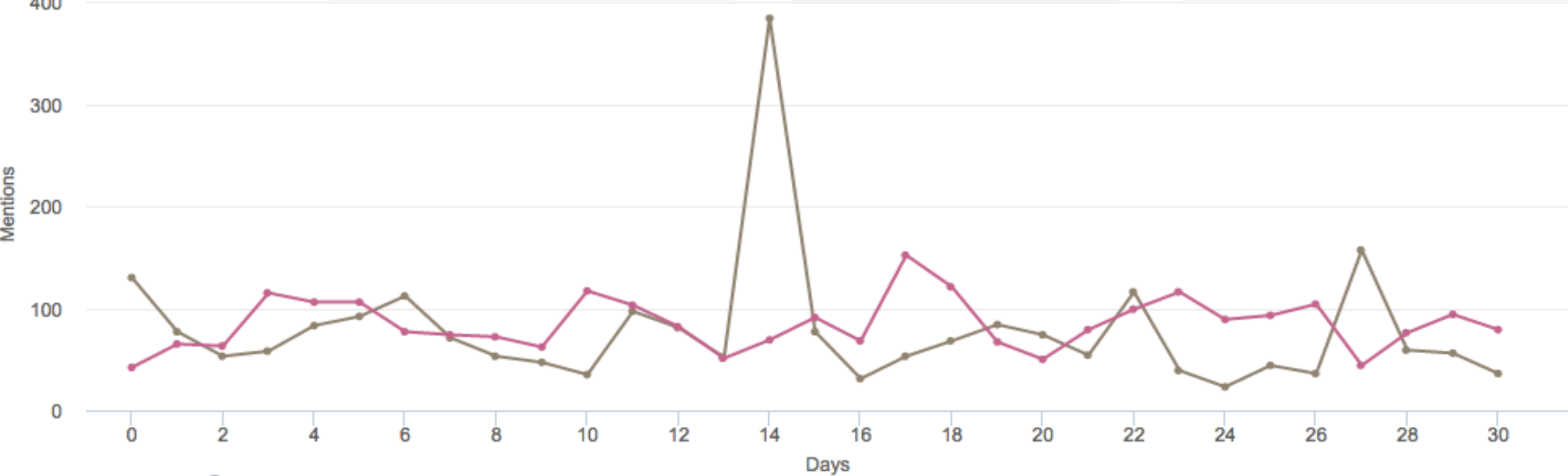
3. Climate change

Top News Stories

1. CNH Industrial at the forefront of the Int...

2. Sonoma County Winegrowers To Establ...

3. Why Did Conservation Investors Leave ...

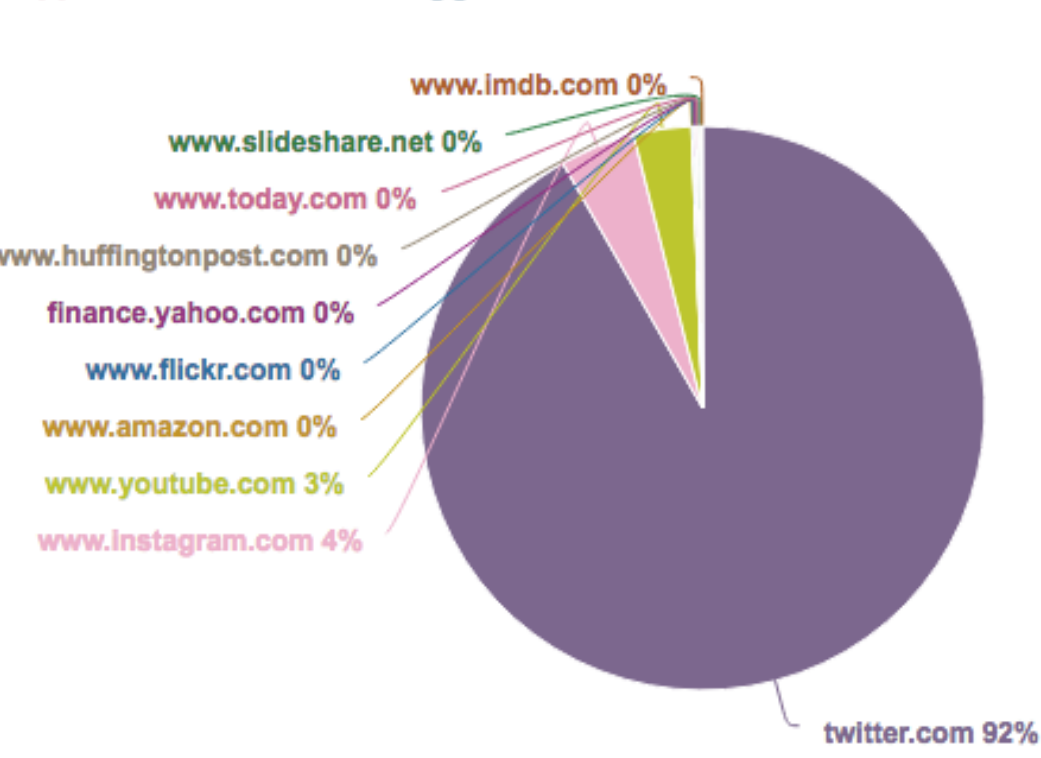


46%

312 authors

54%

361 authors



Sustainable Farming

Dec 01, 2016 - Dec 31, 2016

Sustainable Farming

Jan 01, 2017 - Jan 31, 2017

USERNAME	IMPACT
Microsoft @Microsoft	29
UN Development @UNDP	28
Texas A&M University @TAMU	27
CARE (care.org) @CARE	26
EcoWatch @EcoWatch	26
Microsoft News @MSFTnews	26
Food Tank @foodtank	25
UN Foundation @unfoundation	25
PepsiCo @PepsiCo	25
Hollywood Reporter @THR	25

Microsoft @Microsoft

The official Twitter page for Microsoft consumer products and your source for major announcements and events.

Follow @Microsoft

Location

Redmond, United States

Interests

Technology

Latest mention of: Sustainable Farming

Microsoft @Microsoft Entrepreneur Ros Harvey's "Internet of Oysters" in Tasmania makes oyster farming safer & more sustainable. cards.twitter.com/cards/1887vp/2...



sustainable farmi... sustainable farmi...  
factory farming  
Check  
Internet of Oysters  
commitment to sus...  
sustainable farmi...  
Technology Makes ...  
support sustainab...  
local farmers  
UK  
important part of...  
sustainable organ...  
Climate change  
make #farming  
Aquaponics  
Water Technology

Microsoft @Microsoft

11 Jan

Entrepreneur Ros Harvey's "Internet of Oysters" in Tasmania makes oyster farming safer & more sustainable. [cards.twitter.com/cards/1887vp/2...](https://cards.twitter.com/cards/1887vp/2...)

CBI @agbiotech

23 Jan

Take A Look At How Technology Makes Smart And Sustainable Farming @USFRA [bit.ly/2i6hNn1](https://bit.ly/2i6hNn1)

trutherbotorange @trutherbotorange

10 Jan

Monsanto's domination is threatening sustainable organic farming and the health of all of us as consumers.

ES Organics @ES\_Organics

24th Jan

Climate change and sustainable farming: one way to address world hunger - Deseret News [dlvr.it/NBS385](https://dlvr.it/NBS385)

[ecowatch.com](https://ecowatch.com) - [todayeco.com](https://todayeco.com)

19 Jan

#Trump's Choice for Ag Secretary Not an Obvious Champion for Sustainable Agriculture h

...planet, increasing water scarcity, collapsing bee populations and other environmental challenges, the USDA needs a leader who will promote planet-friendly farming practices more than ever. Sonny Perdue is not an obvious champion for sustainable farming and he has made some troubling statements about climate change , but we look forward to learning more...

The sustainable farming conversation increased slightly in January. An article in Forbes on technology influencing sustainable farming and an article from Microsoft were shared widely. A majority of the conversation continued to take place on Twitter. Climate change is a topic that has entered the sustainable farming conversation. Some mentions referenced the political scene. Most mentions were about concerns related to climate change and what that means for agriculture.

Sustainability



Sustainable Farming

Both the sustainable food conversation and the sustainable farming conversation increased over the month of January. The mention gap has increased compared to December.



Sustainable Food

# GMO Soybeans

## Total Mentions

168

▼ 4%

Previous Period: 175

## Unique Authors

94

▼ 15%

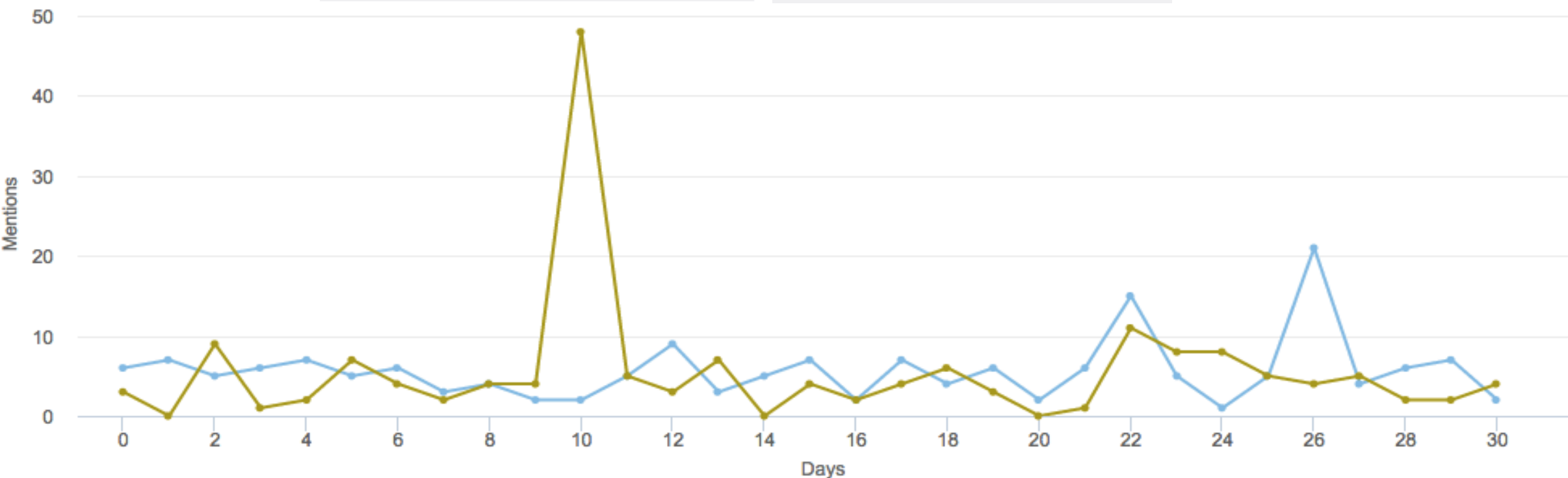
Previous Period: 110

## Trending Topics

- 1. soybeans and corn
- 2. Anti-GMO groups have successfully
- 3. past 30 years

## 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...




48%  
12 authors

52%  
13 authors

• GMO Soybeans Dec 01, 2016 - Dec 31, 2016  
• GMO Soybeans Jan 01, 2017 - Jan 31, 2017

USERNAME	IMPACT
New Year, Same Poont @Tendin2	22
Naturally Savvy @naturallysavvy	22
Philip Shaw @Agridome	21
SSF-BERF-DEFM @SSF_BERF_DEFM	21
Non-GMO Project @NonGMOProject	20
ES Organics @ES_Organics	19
Tiffany Paige @greenwtiffany	19
Vinnie Tortorich @VinnieTortorich	19
Market to Market @MarketToMarket	19
Dzjdjewelry @Dzjdjewelry	18

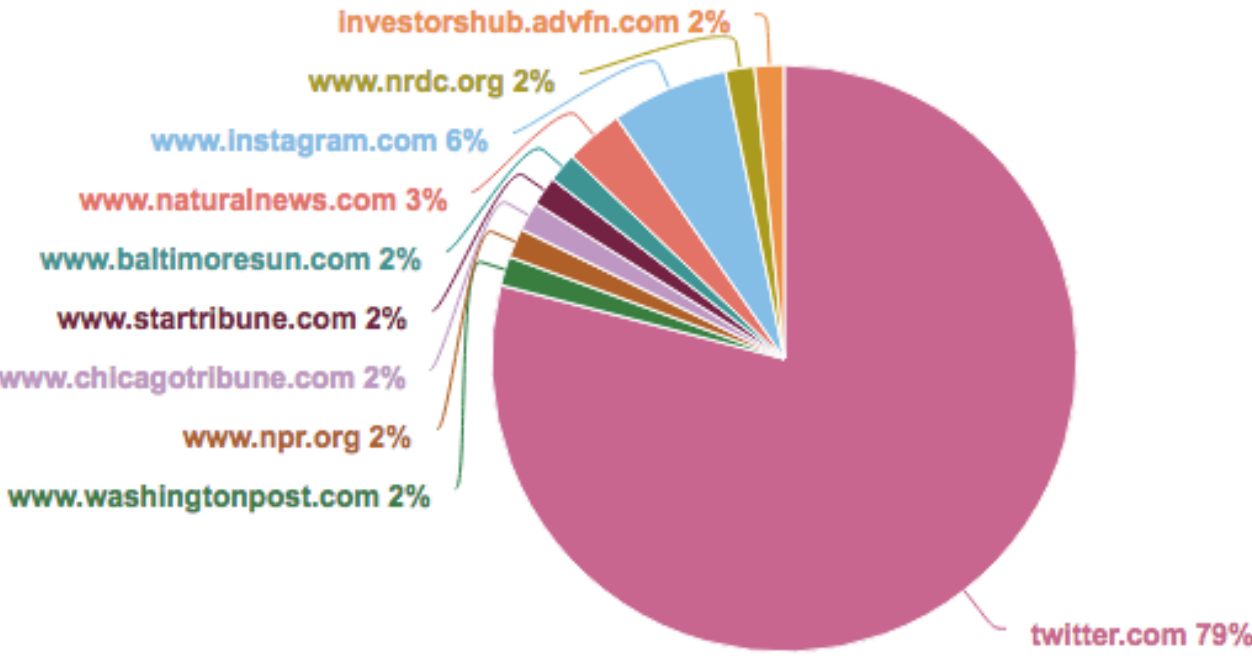


New Year, Same Poont @Tendin2  
Don't get used to my avi #MakeupTwitter

Follow @Tendin2

Gender Male  
Location United States  
Interests Family & Parenting

Latest mention of: GMO Soybeans  
New Year, Same Poont @Tendin2  
South Central VA. Ain't shit here but tobacco and GMO soybeans from VTech  
twitter.com/derek722001/st...





province recently... genetically modified  
Anti-GMO groups h... China Monsanto ban GMO corn  
GMO corn and soyb...  
past 30 years United States  
Clarkson Grain  
Heilongjiang prov... soybeans and corn

scpr.org (News) mozRank: 6.57

11 Jan

## Why going organic just got easier for farmers | 89.3 KPCC

". "This is all about creating more organic farms here in America," says George Kalogridis, who works for the Clarkson Grain Company in Cerro Gordo, Ill. Clarkson Grain buys and sells both organic and non-GMO corn and soybeans. "What's driven this is the organic animal-feed market," says Kalogridis. There's been a chronic shortage of organic grain..."

startribune.com (General) mozRank: 7.08

24 Jan

## The apple that never browns wants to change your mind about genetically modified foods - StarTribune.com

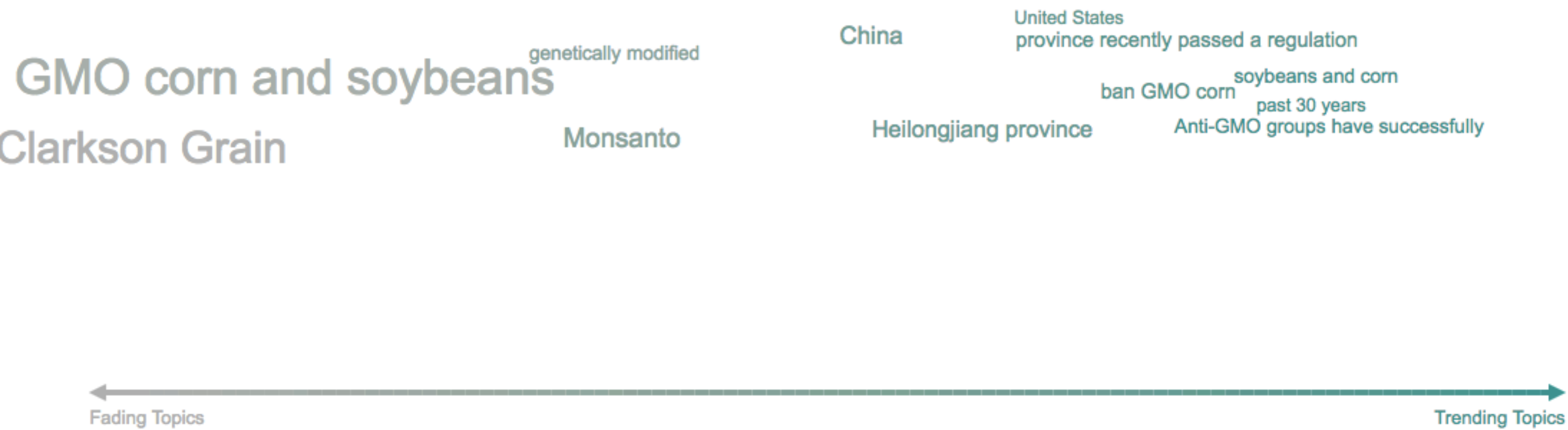
"...to reduce the risk of cancer and heart disease in consumers who eat tomatoes. In Britain, researchers have developed a tomato that contains extra antioxidants. And many of the United States' major agrochemical firms, including DuPont Pioneer and Monsanto, have indicated a desire to introduce GMOs with marketable consumer benefits, if consumers..."

🐦 SSF-BERF-DEFM @SSF\_BERF-DEFM


23 Jan

3 Major Problems With Monsanto's New GMO Soybeans via #EcoWatch rbl.ms/2aNm1Qn?UPQ

The GMO Soybean conversation slightly decreased in January. There were two top articles; one about the new GMO apple and the other discussed organic standards. Monsanto continues to make up a majority of the GMO Soybean conversation. Most mentions including Monsanto carry a negative sentiment.



The illegal use of dicamba on Monsanto’s new GMO soybeans without EPA approval is a topic that continues to be closely monitored. In January, Dicamba was mentioned in 1 post but was mentioned in multiple articles that refer to Monsanto’s new soybean.

 **SSF-BERF-DEFM** @SSF\_BERF\_DEFM 23 Jan  
3 Major Problems With **Monsanto's** New GMO Soybeans via [#EcoWatch](https://www.ecowatch.com/2016/01/23/3-major-problems-with-monsanto-s-new-gmo-soybeans-via-ecowatch-rbl.ms/2aNm1Qn?UPQ) [rbl.ms/2aNm1Qn?UPQ](https://www.ecowatch.com/2016/01/23/3-major-problems-with-monsanto-s-new-gmo-soybeans-via-ecowatch-rbl.ms/2aNm1Qn?UPQ)

**cornandsoybeandigest.com** 3 Jan  
**3 Items to know about the status of new herbicide-resistant crops**  
...be stacked with both glyphosate- and glufosinate-resistant genes as well, which would also allow the use of glyphosate and glufosinate herbicides on those crops. [CHARTBEAT:3] Xtend soybeans Xtend traits are being developed by Monsanto. These traits confer resistance to **dicamba** herbicide. This would allow direct application of new formulations...