

Subject: U.S. Farmers Future Rests on WTO Trade Meeting

Story Summary: U.S. farmers have a lot on the line as negotiators from around the globe gather in Cancun this week for pivotal World Trade Organization trade talks. Already a quarter of agricultural cash receipts come from exports. Decisions made at this meeting will determine how well American agriculture will be able to compete in the global marketplace.

TRT: 1:51

Suggested Lead: Trade delegations from 146 countries around the world are meeting this week in Cancun to make decisions that could have a long-lasting effect on farmers. Johnna Miller reports.

Suggested Supers: Bob Stallman
American Farm Bureau President
@ :41

Robert Zoellick
U.S. Trade Representative
@ 1:13

Johnna Miller
Reporting
@ 1:33

Suggested Tag: The trade negotiators are meeting in Cancun through September 14th.

U.S. Farmers Future Rests on WTO Trade Meeting
Johnna Miller Reporting
September 10, 2003

Farmers harvesting	<p>VO AS FARMERS PREPARE FOR HARVEST, IT MAY BE HARD TO BELIEVE THAT A TRADE MEETING IN CANCUN, MEXICO MAY BE AS IMPORTANT TO THEM AS WHAT'S HAPPENING IN THEIR OWN FIELDS, BUT IT'S TRUE. U.S TRADE REPRESENTATIVE ROBERT ZOELICK SAYS THE REASON IS SIMPLE.</p>
SOT	<p>SOT 7 ABOUT ONE IN THREE ACRES IN AMERICA IS PLANTED FOR EXPORT.</p>
Port video Worker at port Loading at port Stallman on farm Rice footage	<p>VO LAST YEAR U.S. AGRICULTURE EXPORTED MORE THAN \$50 BILLION WORTH OF FARM PRODUCTS, CREATING 800,000 JOBS NATIONWIDE. THAT MEANS THE WORLD TRADE ORGANIZATION TRADE TALKS GOING ON THIS WEEK WILL AFFECT NOT ONLY U.S. FARMERS, BUT THE ENTIRE ECONOMY, FOR DECADES TO COME. THAT'S WHY RICE FARMER AND AMERICAN FARM BUREAU PRESIDENT BOB STALLMAN SAYS IT'S IMPORTANT TO MAKE SURE U.S. FARMERS GET A FAIR DEAL.</p>
Bob Stallman American Farm Bureau President Rice harvest	<p>SOT 4 WE WANT A LEVEL PLAYING FIELD FOR AMERICAN AGRICULTURE. THAT'S WHAT THESE NEGOTIATIONS ARE ALL ABOUT. ON A LEVEL PLAYING FIELD AMERICAN AGRICULTURE CAN COMPETE IN THE WORLD.</p>

<p>Rice harvest cont.</p> <p>Graphic</p>	<p>VO TO GET THAT LEVEL PLAYING FIELD, THE U.S. HAS THREE GOALS. FIRST IS TO PHASE OUT EXPORT SUBSIDIES. THOSE ARE GOVERNMENT PAYMENTS THAT MAKE EXPORTS CHEAPER. THE EUROPEAN UNION SPENDS 100 TIMES MORE ON THESE PAYMENTS THAN THE U.S.</p>
<p>Graphic</p>	<p>SECOND IS TO REDUCE DOMESTIC SUPPORTS. THESE ARE GOVERNMENT PAYMENTS, SUCH AS THE FARM BILL, THAT IMPROVE FARM PRICES AND FARMER INCOME.</p>
<p>Robert Zoellick U.S. Trade Representative</p>	<p>SOT – ZOELICK OUR POSITION IS IF WE'RE GOING TO CONVINC OUR FARM COMMUNITY TO CUT SUBSIDIES WE'VE GOT TO GET MORE OPEN MARKETS ABROAD.</p>
<p>Graphic</p>	<p>VO AND MARKET ACCESS IS GOAL NUMBER THREE. THIS WOULD HAPPEN THROUGH REDUCTION OF TARIFFS - TAXES THAT NATIONS PUT ON IMPORTS SO THEY CAN'T COMPETE WITH DOMESTIC PRODUCTS. ON AVERAGE THE REST OF THE WORLD TAXES IMPORTS FIVE TIMES MORE THAN THE U.S.</p>
<p>Unloading corn</p>	<p>SINCE ALL COUNTRIES WANT TO PROTECT THEIR FARMERS, AGRICULTURAL TRADE NEGOTIATIONS ARE CONTENTIOUS. SO THE KEY IS COMPROMISE.</p>

SOT Rice harvest	SOT - STALLMAN ALL FARMERS WILL BENEFIT FROM HAVING BETTER MARKETS AND MORE MARKETS FOR THEIR PRODUCTS AND THAT'S WHAT THESE NEGOTIATIONS ARE ALL ABOUT.
	VO IN WASHINGTON, I'M JOHNNA MILLER.