

List the City agencies in which the principal seek to influence administration action:

All None Agencies listed below

Identify the proposed legislative or administrative action in connection with which the principal has made or intends to make a lobbying communication before December 31.

1. Item: Economic development, TIF

a. How will this item affect the principal's business or other activity?

b. Which industry, trade, profession or segment or portion thereof would be principally affected?

Kraft's Oscar Mayer Madison manufacturing facility and
operation.

c. If the item is an appropriation, please identify the City program or person for which the appropriation is proposed and the approximate amount, if you know the amount.

TIF application; \$400,000

For additional items, attach additional sheets.

2. If lobbying communication relates to the capital or operating budget, identify topic or topics.

CAPITAL BUDGET

OPERATING BUDGET

N/A
topic
topic
topic
topic
topic
topic
topic

N/A
topic
topic
topic
topic
topic
topic
topic

Check one of the following and complete only that section:

Business Entity

Manufacture, distribution and sales of food products.

Describe the business activity in which the entity is engaged

Chief Executive Officer: Rosenfeld Irene Ms.
Last First Title

If partnership or limited liability company, check here and attach list of partners/members.

Industry, Trade or Professional Association

N/A

Describe the industry, trade or profession including any segment thereof which the association exclusively or primarily represents

Chief Executive Officer: _____
Last First Title

Approximate number of members: _____

Other Not for Profit

Labor Union Charitable/Religious/Civic, etc. Other

N/A

Briefly describe the organization's purpose and any other group with a common interest which the organization primarily represents

Describe any industry, trade, profession, or group with a common interest which the organization primarily represents or from which the organization's membership or financial support is primarily derived

Approximate number of members: _____

Individual

N/A

Name and address of the individual's employer, if any or of the individual's primary place of business, if self-employed

Describe the business activity in which the individual or the individual's employer is engaged

Section III -- Areas of Lobbying

Provide a reasonably specific narrative summary of areas of legislative and administrative action the principal may attempt to influence:

Issues relating to the food industry, including those impacting the operations of Kraft's Oscar Mayer manufacturing facility in Madison.

Section IV - Authorization of Lobbyists

As a designated representative of the Principal, the Lobbyist named above is hereby authorized to lobby on behalf of the Principal.

- The lobbyist is an employee of the Principal.
- The lobbyist is also authorized to file expense reports or other filings on behalf of the Principal

Dated: August 26, 2009

Name: Derek Crawford

Position: Director, State and Local Government Affairs

Signature: *Derek L. Crawford*

Section V -- Certification

I certify that the above is true and correct to the best of my knowledge, information and belief, and that I am the registrant or an authorized designee. I understand that I am subject to a forfeiture if I know or believe any of the above information not to be true

On Behalf of Lobbyist:

Kevin Bacon Plant Manager
Signature Title

Kevin Bacon 8/26/09
Type or print name as signed above Date

Same
Address & Telephone (if different from first page of this form)

On Behalf of Principal:

Derek L. Crawford Director, State and Local Gov't Affairs
Signature Title

Derek Crawford August 26, 2009
Type or print name as signed above Date

Same
Address & Telephone (if different from first page of this form)