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LOBBYING REGISTRATION

Lobbying Disclosure Act of 1995 (Section 4)

Check if this is an Amended Registration

1. Effective Date of Registration January 1, 2001

2. House Identification Number _____

Senate Identification Number _____

REGISTRANT

3. Registrant name POLICY DIRECTIONS INC.

Address 818 Connecticut Avenue, NW, Suite 225

City Washington State DC Zip 20006

4. Principal place of business (if different from line 3)

City _____ State/Zip (or Country) _____

5. Telephone number and contact name

(202) 776-0071

Contact Frankie L. Trull

E-mail (optional) FLTrull@poldir.com

6. General description of registrant's business or activities

Government Relations

CLIENT A Lobbying firm is required to file a separate registration for each client. Organizations employing in-house lobbyists should check the box labeled "Self" and proceed to line 10. Self

7. Client name Philip Morris Management Corp./Kraft General Foods Division

Address 1341 G Street, NW, #900

City Washington State DC Zip 20005

8. Principal place of business (if different from line 7)

City _____ State/Zip (or Country) _____

9. General description of client's business or activities

Food manufacturing and sales

LOBBYISTS

10. Name of each individual who has acted or is expected to act as a lobbyist for the client identified on line 7. If any person listed in this section has served as a "covered executive branch official" or "covered legislative branch official" within two years of first acting as a lobbyist for the client, state the executive and/or legislative position(s) in which the person served.

Name	Covered Official Position (if applicable)
<u>Frankie L. Trull</u>	
<u>Kathleen (Kay) Rolcombs</u>	
<u>Steven L. Kopperud</u>	

LOBBYING ISSUES

11. General lobbying issue areas. Select all applicable codes listed in instructions and on the reverse side of Form LD-1, page 1.

AGR FOO

12. Specific lobbying issues (current and anticipated)

Food and agriculture regulations; food safety; food labeling uniformity.

AFFILIATED ORGANIZATIONS

13. Is there an entity other than the client that contributes more than \$10,000 to the lobbying activities of the registrant in a semiannual period and in whole or in major part plans, supervises or controls the registrant's lobbying activities?

- No → Go to line 14. Yes | Complete the rest of this section for each entity matching the criteria above, then proceed to line 14.

Name	Address	Principal Place of Business (city and state or country)

FOREIGN ENTITIES

14. Is there any foreign entity that:

- a) holds at least 20% equitable ownership in the client or any organization identified on line 13; **OR**
- b) directly or indirectly, in whole or in major part, plans, supervises, controls, directs, finances or subsidizes activities of the client or any organization identified on line 13; **OR**
- c) is an affiliate of the client or any organization identified on line 13 and has a direct interest in the outcome of the lobbying activity?

- No → Sign and date the registration. Yes | Complete the rest of this section for each entity matching the criteria above, then sign and date the registration.

Name	Address	Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client

Signature Frankie L. Trull Date 1/24/01

Printed Name and Title Frankie L. Trull, President