Message

From: MITCHELL, BRADLEY C [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=BCMITC1]
Sent: 6/17/2009 1:30:25 PM
To: VIVRETT, CONNIE L [AG/1000] [connie.l.vivrett@monsanto.com]; RANDALL, KATE [AG/1000] [kate.randall@monsanto.com]
CC: PEIRCE, BOB [AG/1000] [bob.peirce@monsanto.com]; HELSCHER, THOMAS M [AG/1000] [thomas.m.helscher@monsanto.com]; COMBEST, JOHN C [AG/1000] [john.c.combest@monsanto.com]; KASPER, GARRETT D [AG/1000] [garrett.d.kasper@monsanto.com]
Subject: RE: Did you know that Monsanto Brazil has a FTR piece on PCBs?

I will defer to Bob on content, as he is the legacy guru.

This is a really tough subject, and I think the Brazil folks have a good first draft of a PCB FTR. Where I think some alterations should be considered are:

1. I think we play up the benefits too much, too early. Going into how PCBs save lives early in the piece, without acknowledging health concerns (not risks) makes us look like we are whitewashing the issue. If it were my backyard in Anniston, I would be royally pissed off reading this. I think this is the lens we should generally look through in writing about PCBs and AO.

2. To the extent legal will allow, this might be a good area to admit some fault. We suck at not admitting we're not perfect. Let's face it - we dumped a lot of persistent chemicals into Anniston. While we would never do that today, and it occurred before the environmental regulations or environmental awareness of today, we did it, and it is a problem there.

3. I think we come off as pretty weaselly in trying to blame Solutia as an effort to deflect blame from Monsanto. Nobody buys that (or the old Monsanto/new Monsanto stuff) except people at Monsanto.

On the broader scope of FTR worldwide, this is one of the topics I think we need to be fairly consistent on worldwide. Some topics deserve a regional response (Cerrados in Brazil for example). Some topics may deem some regional editing due to local sensitivities (Agent Orange in Korea or Vietnam for example). Perhaps we need some FTR guidelines?

Bob, where do you stand on your PCB FTR?

-----Original Message-----
From: VIVRETT, CONNIE L [AG/1000]
Sent: Wednesday, June 17, 2009 7:12 AM
To: MITCHELL, BRADLEY C [AG/1000]; RANDALL, KATE [AG/1000]
Cc: PEIRCE, BOB [AG/1000]
Subject: Re: Did you know that Monsanto Brazil has a FTR piece on PCBs?

Part of the global site project is the hope that we can balance out the need for content consistency with the need for freedom to localize.

In this case we have content about the company, so Brad, do you think we should offer some assistance or do we need any guidelines about these ftr pieces?

----- Original Message -----
From: MITCHELL, BRADLEY C [AG/1000]
To: RANDALL, KATE [AG/1000]; VIVRETT, CONNIE L [AG/1000]
Cc: PEIRCE, BOB [AG/1000]
Sent: Tue Jun 16 18:01:15 2009
Subject: RE: Did you know that Monsanto Brazil has a FTR piece on PCBs?

Ouch! Not how I would have approached this one.

From: RANDALL, KATE [AG/1000]
Sent: Tuesday, June 16, 2009 5:18 PM
To: VIVRETT, CONNIE L [AG/1000]
Cc: PEIRCE, BOB [AG/1000]; MITCHELL, BRADLEY C [AG/1000]
Subject: Did you know that Monsanto Brazil has a FTR piece on PCBs?

I was checking out the FTR section of some of the international websites (some of them have began linking to the blog and I' ve seen referrals).

I ran across a PCB For The Record piece:

http://www.monsanto.com.br/institucional/para_sua_informacao/pcbs-bifenila-policloradas.asp

Google Translation (rough translation):

PCBs (polychlorinated biphenyl)
A chemical widely used for decades as fluid security to isolate and cool heavy electrical equipment - were made in Anniston, in the United States from 1929 to 1971, the property unit of the former chemical division of Monsanto, now known as Solutia.

Due to its effective resistance to fire, the PCBs and saved lives and properties were required for use in buildings in accordance with the standards of construction of the government for more than four decades. But the same characteristics that made the PCB so attractive to the electric industry - the fact is not readily reacted with other substances - also resulted in their persistence in the environment. A former volunteer Monsanto stopped producing PCBs in Anniston eight years before the EPA (the Agency for Environment Protection) in the U.S. banning them in 1979.

In 1997, the Anniston plant was negotiated for Solutia Inc., a company in the chemical sector. In December 2003, Solutia sought bankruptcy, failed in fulfilling the goals of environmental recovery programs in Anniston in agreement. Still, Monsanto has taken measures to ensure that the program could be maintained. Substantial progress was achieved.

The scientific evidence does not support any causal link between exposure to PCBs and between cancer or other serious human diseases. The overwhelming weight of scientific evidence does not establish that reliable exposure to PCBs, except at very high levels, did not cause any adverse human health conditions. In very high levels, exposure to PCBs can cause serious skin problems, called chloracne, and temporary elevation of serum levels of some enzymes, which return to normal after exposure end.

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I know that some countries have different issues and their FTR' s pages have some of our stuff and some of their' s but I was surprised to see a PCB piece when we didn' t have one - considering it' s more of a US issue.

Kate Randall
Web Content Specialist

Monsanto Company
314-694-2197
kate.randall@monsanto.com