THE IZAAK WALTON LEAGUE OF AMERICA

August 21, 1995

L. O'Neill
Is this another possible project?

Mr. Larry O'Neill
Director of Public Affairs
Monsanto Company
800 N. Lindbergh Blvd.
St. Louis, MO 63167

Dear Mr. O'Neill:

Because of the Monsanto Company's interest in natural resource protection and your numerous operations in the Mississippi River watershed, I thought you might be interested in the enclosed program the Izaak Walton League is planning to launch next year. We would welcome Monsanto's partnership. Total project costs over the four-year period are estimated to be $726,197.

This was chosen as one of nine environmental health initiatives of Project Earth Health 2000, a collaborative effort between the Center for Environmental Health Sciences at MIT and the non-political, not-for-profit organization, Earth Day USA. Association with Project Earth Health 2000 ensures scientific review and widespread media coverage of the activities of the nine project partners and their sponsors during 1996 through 1999.

For example, if Monsanto and the Izaak Walton League teamed up to implement the proposed project without the affiliation with Project Earth Health 2000, Monsanto's name would appear as a sponsor on 40,000 to 50,000 copies of the educational materials produced annually and in an estimated 500 media stories a year. However, because of MIT and Earth Day USA's participation, we can guarantee $300,000 worth of donated air space on radio (475 stations) and television (300 PBS stations, 2-3 million viewers) each year. Project Earth Health 2000 has also secured a commitment from USA Today to run Environment and Health advertorial columns. The media campaign can be targeted toward any urban centers that mesh with the marketing needs of major project sponsors.

The League proposes to focus its activities on the Mississippi River watershed which, with its tributaries, drains more than a million square miles and includes all or parts of 33 states and two Canadian provinces. The League's project objectives are to create awareness of the link between water quality and human health and to provide information and technical assistance to all those who wish to take specific steps toward solutions.

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On Earth Day of each of the four consecutive years, we will release a booklet that describes one aspect of how water pollution affects human health and contains suggestions for actions concerned citizens can take. In the fall of each year, we will involve at least 5,000 volunteers nationwide in a survey that will yield a one-day snapshot of the nation's water quality in streams, lakes and wetlands. The results of the surveys will serve as a way to enlist the media in educating the general public about water quality's impacts on human health. They will also serve to create a desire in participants to get more involved in water monitoring, pollution prevention, stream restoration, or citizen activism.

Our goals are to distribute 40,000 copies of each of the four booklets and stimulate an estimated 15,000 specific citizen actions over the course of this four-year project. All of our materials will be geared toward teaching people how to obtain scientifically trustworthy information upon which to base their actions.

There is a dangerously low level of awareness in the Mississippi River watershed of the health risks from pollutants in the water we drink or use for recreational purposes. We will work with the Coalition to Restore Urban Waters, the 4,000 grassroots stream activists on our national Save Our Streams data base, state and federal clean water agencies, and the 250 chapters of the Izaak Walton League located in the Mississippi River watershed to distribute materials and project results.

We have appreciated Monsanto's long history of support for the League that underscores your confidence in the quality of work and your commitment to conservation. That is why I am coming to you first with this special sponsorship opportunity. I hope you will permit Save Our Streams Program Director Karen Firehock and me to come to St. Louis to discuss this proposed partnership further.

Sincerely,

Paul W. Hansen
Executive Director

Enclosures

cc: John L. Mason, President, Monsanto Fund
Nicholas L. Reding, Vice Chairman, Monsanto Company
Bruce Anderson, MIT, Center for Environmental Health Sciences

A PROPOSAL TO THE MONSANTO COMPANY

for an Awareness and Action Campaign on
ENVIRONMENTAL HEALTH AND URBAN WATER POLLUTION
in the Mississippi River Watershed

by the Izaak Walton League of America

PROGRAM DESCRIPTION

The program's objectives are to create awareness of the link between water quality and human health and to provide information and technical assistance to all those who wish to take specific steps toward solutions. On Earth Day of each of four consecutive years, we will release a booklet that describes one aspect of how water pollution affects human health. The booklets will contain suggestions for actions concerned citizens can take to address these problems. In the fall of each year, we will involve at least 5,000 volunteers nationwide in a survey that will yield a one-day snapshot of the nation's water quality in streams, lakes and wetlands. The physical monitoring method will be simple enough to be performed by individuals of any age and background.

The results of the surveys will serve as a way to enlist the media in educating the general public about water quality's impacts on human health. They will also serve to create a desire in participants to get more involved in water monitoring, pollution prevention, stream restoration, or citizen activism.

Anticipated results include stimulating an estimated 15,000 specific citizen actions as a result of this four-year project. Our goal closely mirrors that of PEH 2000 in that all of our materials will be geared toward teaching people how to obtain scientifically trustworthy information upon which to base their actions.

BACKGROUND AND SIGNIFICANCE

The Mississippi River suffers from polluted runoff into surface water and infiltration into groundwater, industrial pollution, municipal wastes, loss of wetlands, spills of hazardous chemicals and oil, invasion of exotic species, and impacts from navigation and energy

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development. Many of the states within the basin have economies that rely heavily upon industries, such as agriculture, that have largely escaped regulation under the Clean Water Act.

Overloaded municipal sewage treatment plants in rapidly growing urban areas are prone to bypasses and inadequate treatment. Sewers that carry the combined flow of sewage and stormwater can overflow during even light rainfalls, discharging raw sewage, toxic waste and other pollutants directly to the nearest stream. Urban runoff can carry heavy metals, animal droppings, lawn fertilizers, sediment, oil and grease. Agricultural runoff may contain disease-causing pathogens from animal feces, as well as nitrates, pesticides, and organic chemicals.

The threat posed to human health from these contaminants is widespread. In urban areas, eighty percent of Americans draw their drinking water from rivers. In Louisiana, where about 1.5 million people get their drinking water from the River, over 97 million pounds of toxics were dumped into the Mississippi between Baton Rouge and New Orleans in 1991.

A recent report issued by the U.S. Environmental Protection Agency estimated that 44 percent of rivers and streams and 32 percent of lakes that supply drinking water are degraded or threatened. Moreover, 8 percent of the U.S. population drinks unfiltered groundwater; in rural areas all over the Mississippi River watershed, 90 percent of all drinking water comes from such untreated sources.

Even in city parks where waterways wind among trees, children often become sick after playing in polluted water which is not fenced off or posted with warning signs. Municipalities are not required to post advisories, even when the level of contaminants poses a public health hazard. Even if they do, they do not always make the warning comprehensible to non-English speakers, some of whom may rely on fishing urban waterways for a source of protein.

Sadly, more information seems to be available on the effects of pollutants on the aquatic life of the Mississippi River than on the people who live along it, many of whom are low-income and/or minority groups. This lack of information is an example of how our society often fails to protect groups who do not have a politically powerful voice.