E. V. John - World Headquarters

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PCB PROGRESS REPORT - AUGUST
PUBLIC RELATIONS

Mr. William B. Papageorge - B2NK

As a result of an interview with an FDA spokesman, a Washington Evening Star article said Monsanto had inadvertently shipped a PCB-containing product to the Wilmington, N.C., plant which then leaked into and contaminated fish meal processed there. Follow-up inquiries came from the local St. Louis press as well as AP and UPI asking Monsanto to confirm or deny the FDA statement. To avoid more rounds of headlines, a "no further comment" statement was prepared and used on request.

Ralston-Purina withdrew fish food contaminated with PCB. Close cooperation with their PR department allowed us to mention major uses of PCB and de-emphasize toxic affects. No reference to Monsanto was carried in the Ralston-Purina articles.

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