

Monsanto

FROM (NAME & LOCATION) Tom C. Ford - World Headquarters

DATE August 27, 1970

SUBJECT

REFERENCE

TO : Mr. John Mason - JMASO

cc Mr. H. S. Bergen - HBERG
Mr. W. B. Papageorge - WPAPA
BRUSSELS - Mr. H. N. Dahlstrom
Mr. E. P. Wheeler - EWHEE
Mr. P. S. Park - PPARK
Mr. D. J. Forrestal - DFORR
Mr. J. E. McKee - JMCKE
BRUSSELS - Mr. G. D. Ingenthron
LONDON - Mr. J. D. Carr
Mr. G. N. Reynolds - GREYN
Mr. E. V. John - EJORN
Mr. J. J. Spano - JSPAN
Mr. P. R. Wilkins - NEW YORK

Here is another piece of information to consider as we decide on the feasibility of publicizing our PCB effort in MONSANTO MAGAZINE.

Recently an Associated Press story about the continuing fight against DDT, being waged by Environmental Defense Fund, wrongly said that Monsanto made DDT in Anaheim. We contacted EDF and the attached letter resulted.

As you know, EDF is one of the most active and respected environmental forces in the U.S. It has been the leading proponent in the battle against DDT. EDF's words of praise about our PCB program are the exact response we hope to elicit from others via the MONSANTO MAGAZINE feature.

Tom C. Ford

/stw

Attachment

EXHIBIT
WBP M-61

MON-MT-008640

IN-10 REV 11-65

TOWOLDMON0003481
WATER_PCB-00000503

ENVIRONMENTAL DEFENSE FUND

P. O. DRAWER 740
STONY BROOK, NEW YORK 11790

DENNIS FULSTON, CHAIRMAN
RODERICK A. CAMERON, EXECUTIVE DIRECTOR
EDWARD LEE ROGERS, ESQ., GENERAL COUNSEL

(516) 751-5101

August 24, 1970

Mr. Pierre R. Wilkins, Manager
Press Relations
Public Relations Department
Monsanto Company
277 Park Avenue
New York, New York 10017

Dear Mr. Wilkins:

I am in receipt of your letter dated August 13th to Mr. Robert Marston of Robert Marston Associates, Inc. Your letter expresses concern about a newspaper article written by Joe Wing which asserts that Monsanto makes DDT at Anaheim, California. We are sorry for whatever distress this factual error has caused you. Apparently your name got confused with that of the Montrose Corporation which does operate a very large manufacturing plant at Torrance, California. I do not know what the source of that confusion is.

At EDF we have been most impressed by Monsanto's willingness to be responsible where the environment is concerned. We have closely watched the development of information concerning the environmental impact of Monsanto's product, polychlorinated biphenyls (PCB). What impressed us most was Monsanto's attitude and finally its action to lessen the environmental degradation caused by its product. We continue to watch your PCB clean-up program to be sure that your action is as good as your word but, in the meantime, we are impressed by your sensitivity and responsibility. Indeed, in many informal conversations, we have signalled out your company as being one capable of acting in its own long-term interest and that of society rather than its short-term economic interest.

We have great respect for you.

Sincerely,


Roderick A. Cameron
Executive Director

RAC/mlr

MON-MT-008641