Message

From: MITCHELL, BRADLEY C [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=BCMITC1]
Sent: 7/30/2008 1:53:16 PM
To: PEIRCE, BOB [AG/1000] [bob.peirce@monsanto.com]
CC: COMBEST, JOHN C [AG/1000] [john.c.combest@monsanto.com]; YOUNG, GLYNN [AG/1000] [glynn.young@monsanto.com]
Subject: RE: ACC detailed summary of Poisoned Profits

Thanks Bob - Can you help John to update the draft communications plan with this information, and your suggestions from yesterday - you made some excellent point? I also know you will likely have info from your meeting with the lawyers. I would like to have your review and approval on a draft before your go on vacation, so e can send it on to the ET along with a heads up.

-----Original Message-----
From: PEIRCE, BOB [AG/1000]
Sent: Wednesday, July 30, 2008 8:41 AM
To: YOUNG, GLYNN [AG/1000]; MITCHELL, BRADLEY C [AG/1000]
Cc: COMBEST, JOHN C [AG/1000]; KASPER, GARRETT D [AG/1000]
Subject: ACC detailed summary of Poisoned Profits

I have attached a detailed summary of the book, Poisoned Profits, prepared by the ACC and provided by an acquaintance from a chemical company. We also expect, from the ACC, a copy of the book sometime this morning.

The book names a myriad of chemicals that threaten children's health and brings up most of the major chemical industry issues of the last decade. So, there is a crowd of targets. The book's theme is the "frightening and expanding dimensions of children's chronic illnesses in the U.S.," blamed on chemicals. The book takes the chemical industry to task for lobbying efforts, public relation efforts (including Responsible Care), industry-sponsored science aimed at "creating doubt" which allows the "manufacturer to mischaracterize fundamental policy conflicts over protecting health as, instead, disagreements over science." (And, we don't like their scientists, so...)

In terms of Monsanto, the company is criticized for manufacturing aspartame, Alachlor (Lasso), rBST, agent orange and 2,4-D (sic). The authors state that "there is mixed evidence about the dangers of all these products and Monsanto has defended them as safe. But there is sufficient body of research to suggest that they all can present potent health risks particularly to children."

The ACC summary does not mention references to Anniston and PCB's, saying that GE is blamed for its handling of PCB's. However, the Web site promoting the book does mention Anniston. FYI, Anniston is still active, with health studies being done on residents of that community related to PCB health issues.

I've also attached the current ACC communications plan. ACC seems to be adding a great deal of value on this issue. CropLife, so far, does not appear to be on top of this issue. I, for a vote of one, recommend that we re-establish a formal relationship with ACC that allows us to work hand in hand with this organization in the weeks ahead. The summary of the book labels it for internal use only.

On the legacy issues, there is a two-hour meeting scheduled for Thursday with Robert Kalay, to determine what we can say about PCB's, Agent Orange and dioxin. Going with the crowd on the legacy issues probably is preferable if possible. The rBST is another issue. It is lumped in with the other chem issues.

Bob