

Message

From: BURCHETT, ANDREW [AG/1920] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=654201]
Sent: 7/30/2008 8:17:27 PM
To: PEIRCE, BOB [AG/1000] [bob.peirce@monsanto.com]; DRAKE, LISA M [AG/1085] [lisa.m.drake@monsanto.com]
CC: MITCHELL, BRADLEY C [AG/1000] [bradley.c.mitchell@monsanto.com]; COMBEST, JOHN C [AG/1000] [john.c.combest@monsanto.com]; YOUNG, GLYNN [AG/1000] [glynn.young@monsanto.com]
Subject: RE: Poisoned Profits book

Bob,

Thanks for sending the excerpted pages from the book. They are about what I expected after taking a look at the web site and other materials. We will be sure to send media inquiries to you.

Andrew Burchett
Director Government Affairs Communications
Monsanto Company
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-----Original Message-----

From: PEIRCE, BOB [AG/1000]
Sent: Wednesday, July 30, 2008 4:11 PM
To: DRAKE, LISA M [AG/1085]; BURCHETT, ANDREW [AG/1920]
Cc: MITCHELL, BRADLEY C [AG/1000]; COMBEST, JOHN C [AG/1000]; YOUNG, GLYNN [AG/1000]
Subject: Poisoned Profits book

Lisa and Andrew,

I was asked to give you a heads up on a new book coming out on August 12, written by Philip Shabecoff, the former environmental editor of the NY Times and his freelance writer wife, Alice Ahabecoff, called, "Poisoned Profits - The Toxic Assault on Our Children."

We have a detailed summary of the book, prepared by ACC, and the pages from an advanced copy of the book that deal with Monsanto. The book covers a number of former products, including aspartame, Lasso, PCB's, Agent Orange, as well as a current product, Posilac. We've attached both.

We will prepare statements and have a communications plan in place to deal with the book, although I'm inclined to think we won't get a great deal of media calls, because most of the book covers things that already have been reported, uses such sources as other newspaper articles and makes a very one-sided case that chemicals are increasing childhood disease. ACC has a detailed communications plan that we will be happy to share by phone, if you'd like. We are going to coordinate with the ACC response and also plan conversations with CropLife this week. Please let us know if you have questions. If you get media calls, please refer to us in St. Louis. The book is published by Random House which has a pr plan to promote the book and a web site to promote the book, called poisonedprofits.com.

Thanks.

Bob