Message

From: PEIRCE, BOB [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=819117]
Sent: 7/24/2008 7:34:23 PM
To: YOUNG, GLYNN [AG/1000] [glynn.young@monsanto.com]; MITCHELL, BRADLEY C [AG/1000] [bradley.c.mitchell@monsanto.com]
Subject: FW: How to be a hero

-----Original Message-----
From: PEIRCE, BOB [AG/1000]
Sent: Thursday, July 24, 2008 2:26 PM
To: 'Vander Laan, Matthew'
Subject: How to be a hero

Matt--

As discussed, we'd really like to get a copy of the book we discussed ahead of the publication date of August 12, so that we can stay ahead of any media issues or activist issues regarding Monsanto's part of this book.

The book's theme is that we are seeing greater incidence of a number of diseases, including childhood diseases and the reason is chemicals in our society.

The Web site says the book lists Monsanto as one of the "perpetrators" because of PCB contamination in Anniston, the manufacture of Agent Orange and the development of rBST.

In a conference call with the American Chemistry Council this afternoon, the feeling is that the publishers will put the authors on tour with compelling "victims."

If you can get an advance copy of this book, it would be very helpful to us.

The book is: Poisoned Profits: the Toxic Assault on Our children. It is written by Philip Shabecoff, chief environmental correspondent for the New York Times and his wife, Alice, a freelance journalist. The publishing company is Random House Publishing.

Bob

Bob Peirce
Public Affairs
Monsanto Company
314-694-3238 office
314-520-3530 mobile