Monsanto

E. H. Harbison, Jr. - DlK

November 7, 1975

PCB IMPACT ON MONSANTO

SP - FYI
WE

TO Mr. K. W. Easley

Monsanto is in the process of evaluating its position and formulating its plans relative to our continuation of the PCB business. The responsibility for coming up with the overall recommended plan of action rests with the Specialty Chemicals Division. However, there is an issue which is an important part of the overall problem and which should be addressed by a specific group of people.

The issue can be framed in terms of the following questions --

1. How much has Monsanto's image suffered by our remaining in the PCB business?
2. Is the adverse impact now, or in the future, likely to be greater than the benefits derived from staying in the business?

Such questions probably cannot be answered by any one individual, but we are hopeful that a well thought out recommendation can come from an assemblage of knowledgeable people. Hence, in collaboration with Mr. McKee, Director, Corporate Public Relations, I am asking that the following group assemble and address itself to those questions:

Administration.....W. R. Corey

Environment.....W. B. Papageorge

Government Relations.....K. W. Easley

Law.....W. W. Withers

Marketing.....R. G. Potter

Marketing.....C. Paton

MICC Public Relations.....D. R. Bishop

Corporate Public Relations.....J. E. McKee

Corporate Public Relations.....P. R. Wilkins

Mr. McKee and I have agreed that Mr. Wilkins will serve as chairman and will set the meeting schedule and mode of operating of the group. I ask that the assessment be completed and appropriate recommendations forthcoming by no later than December 15, 1975.

I hope you will all be able to make available sufficient time to give this matter the careful consideration it deserves.

Earle H. Harbison, Jr.

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Page 1 of 1

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