Monsanto

PUBLIC RELATIONS DEPARTMENT

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October 3, 1975

Mrs. Marlyn Kuechler
c/o St. Louis Post-Dispatch
900 North 12th Boulevard
St. Louis, Mo. 63101

Dear Mrs. Kuechler:

As Mr. Hanley is out of town, please permit me to respond to the remarks and questions directed to him and to Monsanto Company in your letter as published in the September 28 edition of the St. Louis Post-Dispatch.

Let me suggest at the outset that you might well find a clue in your very own comments as to why Mr. Hanley chose to use the word "misunderstand" so often in his article on free enterprise.

This is not in any way to make light of your concern. On the contrary, given only the facts contained in the recent articles on PCB contaminated fish in park lakes, it is no wonder you questioned the responsibility of our actions.

We share your conviction that responsibility is a "two-way street" and suggest that the PCB contaminated fish articles are a classic case of how misunderstanding within the general public can result when the media for whatever reason does not report the whole story.

If you read the initial accounts of this incident in our two daily newspapers, you know that each devoted exactly one sentence to a description of PCBs. The Post-Dispatch said, "PCB (poly-chlorinated biphenyl) is an industrial chemical made by Monsanto Company here." The Globe-Democrat said, "The chemical is PCB, an industrial contaminant."

"Educated" with only these one-sentence descriptions in the news coverage of this incident, it is only surprising that more concerned citizens have not demanded accountability and questioned "the kind of economics that allow an industry to produce harmful products." You should know that the Post-Dispatch did not contact anyone at Monsanto regarding this incident until well after the initial article appeared on the front page of that newspaper. The Globe-Democrat never did contact Monsanto regarding this incident.

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Had these newspapers contacted us first and then devoted the time and space necessary to do a thorough and accurate story, I think you may have gained a better appreciation for not only what is a very complex problem but also for Monsanto's willingness to meet its social responsibilities.

It is in this spirit that I offer the following facts and background information on PCBs as they might well have been included in the news accounts.

The chemical structure of polychlorinated biphenyls (PCBs) has been known for nearly 100 years. Commercial production of the material was initiated in 1929 in response to the electrical industry's need for an explosion-proof insulating fluid for transformers. Mineral oil, the only known alternate material for this application, has a stability problem that makes it potentially hazardous.

Power surges in electrical equipment cause arcs, and enough of them can vaporize mineral oil to the point where the vapor will ignite. The unique properties of PCBs -- inertness, fire resistance and their ability to not conduct electricity -- made them ideally suited for those applications where high-voltage arcing could occur, resulting in serious fires and/or explosions, damage to the equipment and a hazard to people.

As the unique properties of this material became more fully understood, many additional uses were found. For example, it was found that PCBs when used in capacitors had a major effect in reducing the electrical current which would otherwise have to be generated to serve industrial and public needs. It has been calculated that if PCBs were not used in capacitors, an additional 68 million barrels of oil per year would be required to make up for the resultant energy losses. Their fire-resistant nature made them an excellent choice for use in heat-transfer fluids. Their inertness imparted long-lasting qualities to lubricants. They improved the waterproofing characteristics of surface coatings and offered other benefits to the manufacturers of printing inks. special adhesives and plasticizers.

PCBs, therefore, evolved as a truly unique class of chemicals which met important needs for both industry and society. Because of this, they have been sold by Monsanto Company and other producers, worldwide, for over 45 years.

It was in the late 1960s that the first sign of potential problems turned up when a Swedish biologist, using a new and totally unique technique, reported that he had identified PCBs in the bodies of fish. Monsanto and others began to study the Swedish work.

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Analytical methods had to be refined in order to separate PCBs from the other chlorinated hydrocarbons (like DDT) that were known to be present in the environment and to identify PCBs in parts per billion.

When these scientific investigations first confirmed the presence of PCBs in the environment in the United States in the early 1970s, and long before information regarding their potential hazard was available, Monsanto voluntarily began its program of terminating sales of the materials to those open applications which could result in loss to the environment. At the present time, PCBs manufactured by Monsanto Company are sold only to the electrical industry where they are used as a dielectric fluid in "closed systems" such as transformers and capacitors. There is no known alternate fluid available for these applications possessing the fire resistant characteristics virtually mandatory for these uses.

In addition, representatives of the transformer and capacitor industries, utilities and governmental agencies have formed the American National Standards Institute Committee C-107 and promulgated guidelines for handling and disposing of dielectric fluids. The actions of this committee reflect the industry's understanding of the need for proper control.

Thus, the situation today is drastically different from conditions which existed only a few years ago. Prior to 1971, Monsanto sold some 80 million pounds of PCBs per year to literally thousands of customers worldwide. Today, with production reduced by 50 per cent, the 40 million pounds per year of PCBs sold by Monsanto are carefully used in the United States by less than 50 customers in the manufacture of sealed electrical equipment where safety and energy saving benefits not otherwise obtainable can be provided.

In our manufacturing area we have taken a number of significant steps to prevent loss of PCBs to the environment. Control, unique in the industrial chemicals industry, has been achieved. In addition, we have installed a special high-temperature incinerator which completely destroys spent PCBs by burning. This service and other technical assistance is available to our customers on a continuing basis.

These programs and our on-going research studies, aimed at developing an acceptable replacement dielectric fluid, have already resulted in the expenditure of millions of dollars. And our efforts will continue.

We, too, are concerned about the presence of PCBs in the fish from Wisconsin which were stocked in local park lakes and are at a loss to explain the source of the contamination. Both state and Federal regulatory agencies are actively studying the situation in Wisconsin. However, we do not feel that this unfortunate incident

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is our responsibility any more than would we hold a firearms manufacturer responsible for a wrongful act (deliberate or accidental) committed with his product or an aircraft manufacturer responsible for an accident caused by pilot error.

In our judgment, our restricted sales program provides benefits to society in the form of safety, reliability and energy conservation that outweigh any risk of potential harm to the environment. Consequently, as long as there is no acceptable, safe, proven alternate material available, we will continue to supply the electrical industry's needs for this essential fire resistant dielectric fluid. We are confident that the dielectrics industry will continue to support and maintain strict environmental control of PCBs.

It is our considered opinion that we have accepted our responsibilities with regard to PCBs and submit that our actions, both past and present, are indicative of this acceptance.

I hope this has given you a better understanding of the complexities of the PCB situation. If you have further questions about PCBs, Monsanto would be pleased to put you in touch with one of our technical experts.

Sincerely yours,

James E. McKee Jr.
Director of Public Relations

/eb

CC: Editor, Editorial Page
St. Louis Post-Dispatch

Mr. Leonard Hall, Columnist
c/o St. Louis Globe-Democrat

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ST. LOUIS POST-DISPATCH

Sunday, Sept. 28, 1975

letters

Responsibility

I simply cannot believe that Mr. Hanley of Monsanto really used the word misunderstand so many times in the Sept. 14 article on free enterprise. Mr. Hanley expressed concern that consumer skepticism toward business is turning to hostility. He suggested educating the misinformed public to a better understanding of the economic process.

I would like to suggest that Mr. Hanley explain who paid for the cleanup of PCB (made by Monsanto) contaminated fish in the park lakes, and why. He is correct in saying that we do not understand the kind of economics that allows an industry to produce harmful products and not assume the responsibility that goes with it. Mr. Hanley also called on the media to accept their responsibility of accurate business reporting. Responsibility is a two-way street and if Monsanto has acted responsibly in this matter, I, for one, would like to know it.

Mrs. Marlyn Kuechler
Gardenville

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