

Message

From: COMBEST, JOHN C [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=JCOMB2]
Sent: 7/24/2008 7:28:40 PM
To: PEIRCE, BOB [AG/1000] [bob.peirce@monsanto.com]; MITCHELL, BRADLEY C [AG/1000] [bradley.c.mitchell@monsanto.com]; YOUNG, GLYNN [AG/1000] [glynn.young@monsanto.com]; KASPER, GARRETT D [AG/1000] [garrett.d.kasper@monsanto.com]
Subject: RE: response to POISON PROFITS
Attachments: POISONED PROFITS - ACC Comm Plan draft.doc

Bob,

Attached is an electronic version of the ACC Strategic Communications Plan; my additions/suggestions for our internal consideration are noted in red.

I've copied Garrett on this as well.

John

From: PEIRCE, BOB [AG/1000]
Sent: Thursday, July 24, 2008 1:23 PM
To: MITCHELL, BRADLEY C [AG/1000]; YOUNG, GLYNN [AG/1000]
Cc: COMBEST, JOHN C [AG/1000]
Subject: RE: response to POISON PROFITS

Yes listening to ACC briefing now

From: MITCHELL, BRADLEY C [AG/1000]
Sent: Thursday, July 24, 2008 1:21 PM
To: PEIRCE, BOB [AG/1000]; YOUNG, GLYNN [AG/1000]
Cc: COMBEST, JOHN C [AG/1000]
Subject: RE: response to POISON PROFITS

Hi Bob,

I was planning separate meetings with dairy and legacy figuring neither one cared much about what the others said. John is drafting a Communications plan. John, can you share this with Bob.

Bob, do you want to pull together a meeting around legacy?

-----Original Message-----

From: PEIRCE, BOB [AG/1000]
Sent: Thursday, July 24, 2008 12:19 PM
To: MITCHELL, BRADLEY C [AG/1000]; YOUNG, GLYNN [AG/1000]
Subject: RE: response to POISON PROFITS

Brad,

I'll join you if you don't mind on the planning meeting on responding to this book. Two of the three chemicals involve Monsanto's so-called legacy issues – PCB contamination in Anniston and manufacture of Agent Orange. The other involves rBST. I'm going to join the ACC call this afternoon and we could be on this call together.

The Web site for the book has this description of Monsanto:

For almost 40 years, the **Monsanto Company** manufactured PCBs (fire-resistant chemicals once used in electrical equipment) in an Alabama town called Anniston, in a section of the city populated largely by African-Americans. The company "routinely" dumped millions of pounds of toxic wastes, including mercury and other hazardous substances but chiefly PCBs, into streams and open landfills in and around Anniston. Internal documents show that Monsanto knew it was poisoning the community with potentially devastating health effects. Thousands of Anniston citizens filed damage claims against Monsanto on behalf of themselves and their children; those who won were awarded small sums. PCBs, a probable carcinogen which also harm the brain and nervous system and damage the body's hormones, were finally banned 1978.

Monsanto also manufactures Bovine Growth Hormone (BGH), which is injected into cows to increase milk production, as well as the Agent Orange herbicide used in the Vietnam war and the pesticide 2,4-D, whose manufacture leaves a residue of the highly toxic by-product dioxin.

From: MITCHELL, BRADLEY C [AG/1000]
Sent: Wednesday, July 23, 2008 2:50 PM
To: YOUNG, GLYNN [AG/1000]; PEIRCE, BOB [AG/1000]; STEVENER, SCOTT E [AG/1000]; KASPER, GARRETT D [AG/1000]; COMBEST, JOHN C [AG/1000]
Cc: GOLDSTEIN, DANIEL A [AG/1000]; FARMER, DONNA R [AG/1000]; CADY, ROGER A [AG/1000]; HEDGECOCK, F ANDY [AG/1000]; BURCHETT, ANDREW [AG/1920]
Subject: FW: response to POISON PROFITS

FYI on this new book. Monsanto will apparently be listed as a Perpetrator in the book for chemical legacy issues and rBST. I don't know the author but please note that: 1) this is published by Random House, not a fringe press; 2) The authors are affiliated with the New York Times, Washington Post and the Christian Science Monitor and so will have some level of credibility (deserved or not)

I will be sharing it with CLA and CLI as a heads-up as atrazine and chlorpyrifos are apparently targeted in this book.

Garrett and John, lets try to meet this week to draft up a Communications/Issue Management Plan along the lines of what ACC did. I would like to bring a draft to Monday's Issues Management Team meeting for discussion. It would seem the focus is on dairy and legacy issues for Monsanto. Bob, we will need your help with the legacy issues.

Roger, we might want to pull together a small group from the dairy business and discuss how to deal with this and third parties we can leverage on our behalf. What are your thoughts?

-----Original Message-----

From: GOLDSTEIN, DANIEL A [AG/1000]
Sent: Wednesday, July 23, 2008 12:47 PM
To: FARMER, DONNA R [AG/1000]; HEDGECOCK, F ANDY [AG/1000]; CADY, ROGER A [AG/1000]; LORMORE, MICHAEL [AG/1230]; MITCHELL, BRADLEY C [AG/1000]
Subject: response to POISON PROFITS

See below from Sarah Brozena and others at ACC-

A new book *Poisoned Profits*, will come out on August 12. On the "perpetrator" web-page (see link), Monsanto is listed.

rbST and PCBs get special mention on the web-page. I am not aware of anything specific to our chemistry products- but cannot exclude them showing up.

ACC is responding, and I am in the process, along with Brad (we just had a phone conversation) of letting our friends at CLA know about this.

Dan

From: Brozena, Sarah H. [mailto:Sarah_Brozena@americanchemistry.com]
Sent: Wednesday, July 23, 2008 10:49 AM
To: Grumbles, Thomas; Mostowy, Janet; Phillips, John; Barrow, Craig; Campbell, Hugh; Kaplan, Michael; GOLDSTEIN, DANIEL A [AG/1000]
Cc: Becker, Rick
Subject: FW: Teleconference Thursday July 24th

TO: Tom Grumbles, Jan Mostowy, John Phillips, Craig Barrow, Hugh Campbell, Mike Kaplan and Dan Goldstein
FROM: Sarah Brozena
RE: Communicators Call on "Poisoned Profits"
DATE: July 23, 2008

See email below from Tiffany Harrington of ACC Communications about the upcoming release of a book that attempts to link industrial chemicals to the alleged rise in childhood diseases – and ACC communications' plans preparing for the release of the book. Tiffany is holding a teleconference with ACC member company communicators tomorrow, July 24 at 2 pm EDT to discuss the book and ACC's preparations. Because of your interest in these health and communications issues, I thought you all might be interested in participating on this conference call. So feel free to dial in if you can.

Sarah

From: Harrington, Tiffany
Sent: Tuesday, July 22, 2008 6:14 PM
To: Communicators Network
Cc: Michael Heimowitz; Mason, Ann M.; Becker, Rick; Brozena, Sarah H.; Morrison, Kristy; Bahadori, Tina; Risotto, Steve; Capoean, Tim; Harrington, Tiffany; Harrison, Lisa; Jensen, Scott E.; Krebs, Rob; Lin, Tracy; Lisi, Anna; Philipps, Jude; Pulluaim, Rebecca; Scott, Jennifer; Stockton, Anne; Varnado, David; Williams, January; Young, Tracey; Zingman, Ben
Subject: Teleconference Thursday July 24th

Random House Publishing will release the book *Poisoned Profits: The Toxic Assault on Our Children* on August 12, 2008. Written by Philip Shabecoff, chief environmental correspondent for *The New York Times* for fourteen of the thirty-two years he worked there as a reporter, and his wife Alice, freelance journalist focusing on family and consumer topics. This book targets half dozen companies and over a dozen chemicals in an attempt to "link industrial toxins to the current rise in childhood disease and death." www.poisonedprofits.com

Working across disciplines (communications, research, health/science/regulatory, chlorine division, phthalates panel) ACC has drafted the attached strategic communications plan to prepare for pre and post release of the book and we would like to invite you to join us in a teleconference to discuss the plan and answer any of your questions.

What: Teleconference to discuss intel and preparations for the release of Poisoned Profits: The Toxic Assault on Our Children

When: 2PM EDT Thursday July 24, 2008

Dial-In Information: 800-723-6604 or 785-830-7977

Confirmation Code: 2884714

Conference Title: American Chemistry Council Book Review

Should you have any questions please feel free to contact me. T

Tiffany Harrington
Director, Public Affairs
American Chemistry Council
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DRAFT July 21, 2008

MON Issues Management Team Strategic Communications Plan for the Release of *Poisoned Profit* - DRAFT

GOAL

Work with ACC and allied groups to mitigate impact of the book in the media and amongst policymakers. Ensure Monsanto's issues – particularly those regarding legacy and dairy issues, as well as atrazine and chlorpyrifos – are included.

STRATEGIES

- Ensure that Monsanto's key messages regarding legacy and dairy issues, as well as atrazine and chlorpyrifos, are included in all responses.
- Position the book as a rehash of inaccurate and already disproven claims, written by biased authors who have made a career of attacking chemicals.
- Emphasize the benefits of chemistry in making kids healthier and more secure.
- Emphasize how the industry has taken responsibility for its actions through a multitude of programs.

TACTICS

Getting ready – between now and publication (Aug 12th)

- Identify and recruit third parties to deliver key messages
 - Candidates to include scientists, academics, pediatricians, former regulators, think tanks (business, legal reform, economics, scientific). Roger Cady suggests Dr. Dale Bauman from Cornell University, Dr. Bob Collier from the University of Arizona, and Dr. Ken McGuffy.

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- Third parties will be utilized to develop and submit book reviews and opinion pieces, post items on Website and blogs (their own or others, like Amazon.com) and be available for media interviews.
 - Provide media training to third parties (if deemed necessary).
- Obtain advance copy of book and provide to third party and internal experts for review/critique.

Lead: ACC/PN pursuing on multiple fronts; working to obtain asap

Projected date for completion? ASAP

- Develop key messages, fact sheets (including piece on setting record straight on assumptions in book), Q and A, suggested "tough questions," ACC press release; provide to ACC members.
- Gather as much information as possible about book tour and media plans.
- Consider setting up Website, blog or "microsite" within americanchemistry.com to post documents and comments; continually update. **Determine which internal/external pieces (FTR, etc.) we should post on Monsanto.com and distribute externally.**

Who, what & when

- Communicate/coordinate with affected ACC members.

Who, what & when

- Consider contacting groups representing other industries mentioned in book to discuss strategy and share intelligence.

Additional Considerations

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Contingency Planning if Book Generates Major Media Interest

- Identify and train key third party spokesperson, preferably a female pediatrician.
- Ensure inclusion of spokesperson in any story or broadcast program that covers book and its authors

Post (or just prior to) publication

- Work with third parties to send book reviews to major mainstream and scientific media outlets (*The Washington Post*, *The New York Times*, *Nature*, *Science*) and trade publications (i.e., *Chemical and Engineering News*, *Chemical Week*).
- Identify opportunities to place third parties in stories/broadcast coverage.
- Prime “friendly” groups and columnists with a digital presence by providing materials and encourage them to comment on their Websites and blogs. **Determine, with help for Media Team, which local columnists (perhaps P-D's David Nicklaus) would provide us with column and/or blog space.**
- Prepare and send email to leading healthcare, environmental and scientific reporters (i.e., *New York Times* reporter Gina Kolata) to “inoculate” them against the book allegations; will include fact sheets, our own Q&A, suggested “tough questions” for the authors and other materials; may also suggest third parties as sources.
- Encourage sympathetic syndicated columnists, editorial writers and reporters to criticize book as “fear mongering” and inaccurate. **(See comment re David Nicklaus above.)**
- Set up rapid response to positive and negative reviews – have third parties immediately send in letters/post responses.

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- If book tour schedule becomes known, prepare media lists covering target locations and send materials to media one week prior to each scheduled stop.
- Monitor Web/blogs for mentions of the book, draft posts/comments and work with third parties to submit responses as appropriate.

NOTE: *We will have to continually monitor and calibrate our outreach based on whether the book is getting any traction in the media. We don't want to stimulate coverage.*

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