PUBLIC RELATIONS DEPARTMENT

PRESS QUERY

(X) Divisional
( ) Financial
( ) Corporate

Date: July 28, 1970, 4 p.m.
Time:

QUERIED BY (Reporter and Media)

Kevin Shea, Environment Magazine

To:
(X) St. Louis Bulletin Boards
(X) New York Public Relations
( ) West Coast Public Relations
(X) Lloyd R. Cole
(X) Brussels Public Relations
(X) John Mason
(X) William Papageorge
(X) James Springgate
(X) Howard Bergen
(X) John Spano
(X) John R. Eck

Q: I have just now had the opportunity to look at your July 16 news release. I do not plan an article for the magazine but do want to keep up with the subject. Your news release mentioned a recent report that PCB can induce birth defects in animals. We have been keeping up with the literature and have found no such reports to date. We thought perhaps we had missed something.

A: The report referred to is a New York Times article of July 15. The reference was also picked up by some other newspapers. We also are unaware of any such scientific data and felt compelled to comment on this in our news release.

Q: You also refer to blackouts. Where did this information come from?

A: We cannot identify the individual company, but we have been told by a major producer of electrical equipment that major blackouts would occur if, for som reason, PCB had to be immediately taken out of this equipment.

Q: Could you give me a figure on what per cent of the market is represented by "open systems."

A: I cannot give you a specific percentage but can assure you that the large volume -- major use -- of PCB is in closed systems where it can be contained and controlled.

MONS 060379

Q: You also refer in your news release to a new incinerator which will be "offered to customers." Do you plan to sell this equipment to customers?

A: No, we should have said the incinerator service will be offered to customers. Customers who do not want to dispose of spent fluids themselves may return them to us. Those fluids which can be recycled will be; others which cannot be regenerated will be disposed of via the incinerator.

--2 MONSANTO: PRESS QUERY FROM ENVIRONMENT MAGAZINE xxx incinerator.

Q: Which Aroclor numbered products were used in hydraulic fluids prior to recent reformulations?

A: Aroclor 1242, 1248, 1254 and 1260 were used in various blends and proportion with other materials to provide the fire-safety feature.

Q: Which Aroclor numbered products are used in transformers?

A: All of the 12-numbered series are used in transformers.

Q: What I am trying to get at is the relationship between the higher chlorinated products persisting in the environment and the possible fact that these represent the greatest volume sold.

A: This relationship would be difficult to make without worldwide production and sales figures. It has been reported, however, that the higher chlorinated products are those which are the more persistent and, therefore, they logically would be the ones found more often in the environment.

At 9 a.m., July 29, Sheldon Novick of Environment called with the following:

Q: We do plan to do a short news item, for our news pages, in the next edition. I assume from your news release that you will promote PCB products in different ways. Will you refuse to sell to certain users?

A: We will and are refusing to sell PCB to certain customers. In each case, we encourage them to switch to another alternate product.

Q: The big-volume uses are electrical -- could you quote a percentage that this use represents?

A: No, we consider that competitive and, therefore, confidential information.

Q: Can you name other producers of PCB in Europe and Japan?

A: I would prefer not to. We recognize this is a possible worldwide ecological problem and have tried to take worldwide leadership. We have discussed the problem with most other producers in the free world and have offered them technical and scientific data. We have told them of the actions we are taking and encouraged them to do the same.

MONS 060380

3 MONSANTO: PRESS QUERY FROM ENVIRONMENT MAGAZINE xxx same.

Q: Do you expect your PCB production to decline as a result of the actions you have taken?

A: Yes.

Q: How much?

A: Again, this is a figure which we cannot supply.

Q: The magazine is trying to give Monsanto a pat on the back for what they have done, but you seem to always not want to supply the information we need for a good story.

A: In my opinion, we have made our position perfectly clear. Our July 16 news release tells, in detail, the actions Monsanto is taking and we believe it is a positive story. News articles have appeared all over the country detailing what a problem PCB is. That side of the story has been prominently covered.

Now, when we do have a positive position to take and are willing to discuss details of our program, you accuse us of not cooperating because we can't give you production and sales figures. I feel this is unjustified. I am sure you can write the story any way you want to -- and you have the facts on Monsanto's position in our news release.

SOURCE: STAFFER:

W. B. Papageorge, H. S. Bergen and files E. V. John