

Issues Management / Communication Strategy | Plan

Whitewash: The Story of a Weed Killer, Cancer and the Corruption of Science by Carey Gillam

(US Right to Know)

(Release Date: October 2017)

Project Contacts

Core Working Group <i>To provide updates to Business Contributors as needed</i>	Other Contributors
Heather McClurg (Issues)	Robyn Buck (Law)
Charla Lord (Issues, Media)	John Redman (Law)
Cole Waggoner (Issues, Chemistry)	Chris Samuel (Issues)
Bill Reeves (Scientific Affairs)	Sam Murphey (Issues)

Goals:

- Minimize impact of this book's false claims made about Monsanto and Glyphosate.
- Protect Monsanto's FTO.
- Hold the line on the progress made towards the company's reputation.

Strategy:

- **Proactively/reactively** minimize media coverage and publicity of this book this summer/fall by pointing to "truths" regarding farming, Monsanto's business practices, glyphosate safety and history, the author and USRTK's interest and motives.
- Monsanto
 - Leverage third-parties: Provide farmer's perspective of glyphosate – as a key tool.
 - Tell the story of glyphosate i.e. replacing of more toxic herbicides, history of safe use, socio-economic -environmental impact.

Target Audiences:

Monsanto’s Societal Audiences, Stakeholders, Policymakers

Timeline for Glyphosate and Gillam Book

	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug</i>	<i>Sept</i>	<i>Oct</i>
Book Promotion & Release activity				Book promotion activity expected.		10.10.17 Book Release Date
Glyphosate Litigation	Discovery & Depositions					
		Experts deposed				
		Causation hearing				
Commercial Re-registration						Glyphosate re-registration in the EU
Monsanto glyphosate communications		<i>Strategic social media facts throughout</i>		Reactive communications around the book start.		
Third party glyphosate communications						
Key Glyphosate media coverage		Reuter’s Article: Cancer agency left in the dark over glyphosate evidence				

Monthly Next Steps:

1. Today - Obtain an advanced copy of the book “Whitewash – the story of a Weed Killer, Cancer and the Corruption of Science”
2. May – June: Review book and strengthen this plan
3. June - Develop social and communication strategy for book’s release
4. June - July – Share plan with key internal stakeholders
5. August -October – Implement

Communication strategy

Near-term Strategy: Minimize media coverage and publicity of this book this summer/fall by pointing to “truths” regarding farming, Monsanto’s business practices, glyphosate safety and history, the author and USRTK’s interests and motives.

Tactics:

Media

- Holding Statement/Home base message (Cole to refine)
- Media pitching, share backgrounders (Date – Charla?)
- 1:1 interviews?

Stakeholder

- Repost digital content
 - CropLife Statement on IARC http://croplife.org/wp-content/uploads/pdf_files/CropLife-International-statement-on-IARC-June-20151.pdf
 - http://croplife.org/wp-content/uploads/pdf_files/CropLife-International-statement-on-IARC-monograph-on-glyphosate-July-2015.pdf
 - http://croplife.org/wp-content/uploads/pdf_files/CropLife-International-statement-on-IARC3.pdf
 - CropLife Fact Sheet on Pesticides & Food Safety http://croplife.org/wp-content/uploads/pdf_files/Fact-Sheet-Pesticides-and-Food-Safety.pdf
- Post reviews on Goodreads, Amazon (October release date)

Key Third Parties

- Ask them to read book and respond online.
- Post digital content or links to
 - U.S. EPA – Pesticides <https://www.epa.gov/pesticide-registration>
 - How EPA regulates pesticides? <https://www.epa.gov/pesticide-registration/about-pesticide-registration>

Digital – review content and develop posting priorities and schedule

- Digital glyphosate content revise/refresh on company channels
 - CP Safety <http://www.monsanto.com/newsviews/pages/safety-of-crop-protection-products.aspx>
 - GLY - <http://www.monsanto.com/glyphosate/pages/default.aspx>
 - GLY Safety - <http://www.monsanto.com/glyphosate/pages/is-glyphosate-safe.aspx>
 - <http://monsantoblog.com/2012/09/24/reviews-and-studies-on-glyphosate-and-gm-food/>

MONSANTO COMPANY CONFIDENTIAL

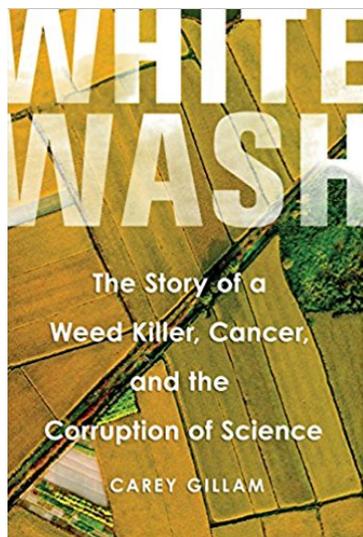
- GLY Safety/IARC - Robb LinkedIn - <https://www.linkedin.com/pulse/does-everything-cause-cancer-robb-fraley?trk=mp-reader-card>
- Discover.Mon convo - <http://discover.monsanto.com/conversation/question/some-studies-have-shown-that-consistent-exposure-to-the-glyphosates-in-monsantos-round-up-maybe-causing-health-issues-why-use-it>
- Infographics
 - "Glyphosate Safety By The Numbers" <http://www.monsanto.com/glyphosate/pages/is-glyphosate-safe.aspx>
 - "WHO Pie" <http://www.monsanto.com/iarc-roundup/publishingimages/glyphosate-who-programs.jpg>
 - "Hazard v Risk" <http://monsantoblog.eu/wp-content/uploads/2015/07/glyphosate-hazard-vs-risk-300x300.jpg>
 - "Dinner According to IARC"
https://media.licdn.com/mpr/mpr/shrinknp_800_800/AEAAQAAAAAAAAAgaAAAAJDZjNjFIYzQ3LWUxN2MtNGRjMC1iNDY2LTgyNzhmNDdkZDkzZg.png
 - Precision Infographic - <http://discover.monsanto.com/posts/when-applying-pesticides-precision-is-key/>
- Blog post on Monsanto EU (October release date – Cole)

Internal communication

- Issue alert – (August 2017)
- Story on Connection (August 2017)

Long-term Objective: Minimize the use of the book as a credible reference/resource/tool for policy makers, regulators, teachers and others.

Background Information on Book



It's the pesticide on our dinner plates, a chemical so pervasive it's in the air we breathe, our water, our soil, and even found increasingly in our own bodies. Known as Monsanto's Roundup by consumers, and as glyphosate by scientists, the world's most popular weed killer is used everywhere from backyard gardens to golf courses to millions of acres of farmland. For decades it's been touted as safe enough to drink, but a growing body of evidence indicates just the opposite, with research tying the chemical to cancers and a host of other health threats.

In *Whitewash*, veteran journalist Carey Gillam uncovers one of the most controversial stories in the history of food and agriculture, exposing new evidence of corporate influence. Gillam introduces readers to farm families devastated by cancers which they believe are caused by the chemical, and to scientists whose reputations have been smeared for publishing research that contradicted business interests. Readers learn about the arm-twisting of regulators who signed off on the chemical, echoing company assurances of safety even as they permitted higher residues of the pesticide in food and skipped compliance tests. And, in startling detail, Gillam reveals secret industry communications that pull back the curtain on corporate efforts to manipulate public perception.

Whitewash is more than an exposé about the hazards of one chemical or even the influence of one company. It's a story of power, politics, and the deadly consequences of putting corporate interests ahead of public safety.

Hardcover: 272 pages

Publisher: Island Press (October 10, 2017)

Island Press' mission is to provide the best ideas and information to those seeking to understand and protect the environment and create solutions to its complex problems.

We elevate voices of change, shine a spotlight on crucial issues, and focus attention on sustainable solutions.

Our network of authors includes E.O. Wilson, Paul Ehrlich, Sylvia Earle, Gretchen Daily, Jan Gehl, Daniel Pauly, and many others. By working closely with experts like these, Island Press has developed a comprehensive and growing body of knowledge—vital resources for all those working to protect the environment and create healthy communities.

Our [programs](#) and [partnerships](#) bring our authors and their views into conversation with people who can trigger change on the ground and keep it moving forward. Click [here](#) to read about some of the changes our work has shaped. *Island Press is a 501(c)(3) charitable organization.*"

Table of Contents:

Preface

Introduction. A Silent Stalker

Chapter 1. What Killed Jack McCall? (*1st case to file. Jack is in Southern CA. HuffPO article on this.*)
([What Killed Jack McCall? A California Farmer Dies and a Case Against Monsanto Takes Root](#), HuffPO, May 6, 2016)

Chapter 2. An Award-Winning Discovery (*Franz – someone should call him to let him know this book is coming out. Bill Reeves*)

Chapter 3. The “Roundup Ready” Roll-Out

Chapter 4. Weed Killer for Breakfast (residues)
([Private Tests Show Cancer-Linked Herbicide in Breakfast Foods; FDA mum on Its Assessments](#), HuffPO, April 20, 2017)

Chapter 5. Under the Microscope (*IARC, Seralini*)
([Will experts prove a cover-up of the toxicity and dangers of the herbicide glyphosate](#), Environmental Health, June 8, 2017)

Chapter 6. Spinning the Science (*Heydens, Rowlins*)
([Monsanto Spin Doctors Target Cancer Scientist in Flawed Reuters Story](#), HuffPO, June 16, 2017)

Chapter 7. A Poisoned Paradise ([Anti-GMO crop, pesticide ballot initiative launched in Hawaii](#), Reuters, Feb 24, 2014; [US court overturns law limiting biotech crops on Hawaiian island](#), Reuters, Aug 25, 2014))

Chapter 8. Angst in Argentina (*regarding birth defects highlighted by National Geographic magazine, Dan Goldstein knows more, Dr. Andreas Carrasco*)
([How far will Monsanto go to cover up GM dangers?](#) Health Sciences Institute, Jun 10, 2017)

Chapter 9. Uproar in Europe (*EFSA*)
([Glyphosate ‘revolution’ growing – Consumers want answers](#), HuffPO, May 24, 2016)

Chapter 10. When Weeds Don’t Die, But Butterflies Do,
([Environmental group sues US EPA over monarch butterfly demise](#), Reuters, Feb 27, 2015)

Chapter 11. Under the Influence (*EPA and Rowlins*)
([Questions about EPA-Monsanto collusion raised in cancer lawsuits](#), HuffPO, Feb 14, 2017)

Chapter 12. Seeking Solutions (*Dicamba and 24-D*)

Epilogue

Notes

Media Coverage and Influencer Commentary [Traditional/Social/Influencers]

What makes a book a bestseller?

“A **bestseller** is a [book](#) that is included on a list of top-selling or frequently-borrowed titles, normally based on publishing industry and book trade figures and library circulation statistics; such lists may be published by [newspapers](#), [magazines](#), or [book store](#) chains. Some lists are broken down into classifications and specialties (number one best selling new novel, nonfiction book, cookbook, etc.). An author may also be referred to as a bestseller if their work often appears in this category. Well-known bestseller lists in the U.S. are published by [Publishers Weekly](#), [USA Today](#), [New York Times](#) and the [Washington Post](#). Most of these lists track book sales from national and independent bookstores, as well as sales from major internet retailers such as [Amazon.com](#) and [Barnes & Noble](#).^[1]

In everyday use, the term *bestseller* is not usually associated with a specified level of [sales](#), and may be used very loosely indeed in publishers' publicity. Books of superior [academic](#) value or [literary merit](#) tend not to be bestsellers, although there are exceptions. Lists simply give the highest-selling titles in the category over the stated period. Some books have sold many more copies than current "bestsellers", but over a long period of time.” -

<https://en.wikipedia.org/wiki/Bestseller>

According to [bookpromotionhub.com](#), in order to become a bestseller on Amazon “there needs to be a huge influx of sales within a very short period of time...500 – 1,000 sales must occur.”

Background on US Right to Know

U.S. Right to Know From MediaWiki

The U.S. Right To Know (USRTK), founded in 2014 and formally launch on January 20, 2015 by former Yes on Prop 37 (mandatory GMO labeling ballot measure in California) campaign manager Gary Ruskin and media director Stacy Malkan with seed money from the Organic Consumers Association. The group operated under the tag line "Exposing what the food industry doesn't want you to know" and engages in anticorporate attacks on agribusiness, the food industry and their supporters alleging unethical, lobbying and political influence on issues linked to GMOs, pesticides, sweeteners, and marketing to children.

HISTORY

The organization is a 501c3 taxexempt organization formed in 2014 (granted status October 2014); however, the website was first registered in 2012 (see below) while both Ruskin and Malkan were working for the Yes on Prop 37 ballot initiative campaign. The website became live in January 2015.

Organization Details

Address: 6026A Harwood Avenue, Oakland, CA 94618. Incorporated 5/2/2014 California Number: C3672501 as a "Domestic Nonprofit" by Gary Ruskin at the above noted residential address using the phone number (415) 9447350. This address is the listed residence for an "Anna M. Neave" of Berkeley, Arcata and Oakland, California.[2] EIN Tax id: 465676616[3] Status: http://stakeholders.bonuseventus.org/index.php?title=U.S._Right_to_Know 2/5 IRS Ruling Year: 2014

CAMPAIGNS/ACTIVITIES

The group is seeking "whistle blowers" who are "insiders" with the food industry, political, legislative or regulatory bodies to expose "hidden crimes or scandals" related to the food and agriculture industries.[4] The cofounders and board members have a history of litigation targeting corporations and collaboration with litigators suing corporations.

Attacks on Trade, Farm and Professional Groups

USKTR published critical profiles of trade and advocacy groups which support conventional agriculture and nonorganic farmers in their "Hall of Shame" which includes attacks on the Grocery Manufacturers Association, U.S. Farmers and Ranchers Association, International Dairy Foods Association (IDFA), the American Beverage Association (ABA), the Center for Consumer Freedom and the Calorie Control Council.[5]

Academic Intimidation

In addition to critical public profiles on trade, professional and farming organizations, USRTK has published attacks on individual academics who publish content favorable on GMOs and conventional agriculture. They have published articles attacking Stanford University Hoover Institute fellow Henry Miller and filed numerous freedom of information related requests (<https://drive.google.com/file/d/0B8NUKUtRI7i1TXJoTDQzUW01Nnc/view?usp=sharing>) at state universities demanding the correspondence and related materials from academics who have published proplant biotechnology research.[6] [7]

KEY PEOPLE

CoFounder and Executive Director Gary Ruskin, CoFounder and Media Director Stacy Malkan, Research Director Carey Gillam (former Reuters ag reporter)

Board of Directors

Juliet Schor, chair sociology professor at Boston College and anticorporate author who promotes a global move towards organic and nontoxic agriculture.
Charlie Cray, board member research director at Greenpeace USA and board member Center for Corporate Policy with Andrew Kimbrell. Cray was a policy analyst and the director of the [http://www.corporatepolicy.org Center for Corporate Policy] in Washington, D.C. He was also the former director of the Campaign for Corporate Reform at Citizen Works and a former associate editor of Multinational Monitor magazine. In 2010 he led efforts behind lawsuits against two chemical companies and their public relations firms (Ketchum and Denzenhall Associates)[alleging they engaged in corporate espionage against Greenpeace].
Lisa Graves, board member executive director of the Center for Media and Democracy, publisher of anticorporate Source Watch.

FUNDING SOURCES

From their founding through 2015 the only donor reported by USRTK was the Organic Consumers Association with a noted grant of \$46,000 originally posted to their website (February 2015), updated to \$164,500 (September 2015), and updated to \$234,500 (February 2016). In 2016 USRTK also added organic antiGMO marketing CEO David Bronner's Dr. Bronner's Family Foundation's with a noted \$15,000 in support. USRTK claims to list all "major donors" defining them as those who donated more than \$5,000.[12] The USRTK 2014 IRS form 990[13] claimed only \$46,525 in income; suggesting OCA was likely their sole contributor. In 2014 USRTK's only reported expenditures were two grants of \$22,000 and \$15,000 to undisclosed recipients; and salary paid to Gary Ruskin of ~\$22,500. Organic Consumers Association's 2014 IRS 990[14] reported two grants to USRTK of \$40,000 and \$6,250 so they accounted for 99.4 percent of USRTK's income (all but \$275). The majority of OCA's income (\$1,042,000) that year came from only four large donations (\$690,000; \$212,000; \$155,000; and \$85,000) from four undisclosed donors. In 2014 OCA raised \$558,000 via phone bank fundraising, for which it paid \$418,000 so their "grassroots" donors contributions to OCA work was only \$0.25 per \$1.00 donated and thus not a significant portion of their overall net income sources (less than 10%).

USRTK's activities formally began in 2012 or before; however, they have not disclosed any financial information for years prior to 2014 and claim on IRS tax returns that they "planned" and "began some activities" but did not complete any projects in their first year and focused on building their website.

AFFILIATIONS

The USRTK launch was promoted by the Food Babe Vani Hari on January 20, 2015.[16] Organic Consumers Association responsible for 99.4 percent of USRTK's budget in 2014.

CRITICISMS

Science Magazine writer Keith Kloor reports[17] a campaign to use freedom of information requests targeting academics at public institutions by USRTK is the same intimidation used by climate skeptics: "The tactic is familiar in another controversial area, climate science, where researchers have faced an avalanche of

MONSANTO COMPANY CONFIDENTIAL

document requests from climate change skeptics... Researchers worry they will also have a chilling effect on academic freedom." University of California scientists Alison Van Eenennaam called USRTK's FOIA campaigns, "It seems like a fishing expedition.... I am very worried [the correspondence] is going to be used to sully the reputations of scientists... Your first inclination ... is to stop talking about the subject. "But that's what they want. And I don't want to be intimidated." University of Florida researcher Kevin Folta says, "Unfortunately, when you skim through the 70,000 emails I have ... [USRTK] will find opportunities to pull out a sentence and use it against me... They will show I have 200 emails from big ag companies. While it is former students ... or chitchat about someone's kids, it won't matter. They'll report, 'Kevin Folta had 200 emails with Monsanto and Syngenta,' as a way to smear me."

References

1. <https://businessfilings.sos.ca.gov/frmDetail.asp?CorpID=03672501>
2. <http://radaris.com/p/Anna/Neave/>
3. <http://www.orgcouncil.com/ca/oakland/usrighttoknow616.php>
4. <http://usrtk.org/whistleblowers/>
5. <http://usrtk.org/category/hallofshame/>
6. Agricultural researchers rattled by demands for documents from group opposed to GM foods (<http://news.sciencemag.org/scientificcommunity/2015/02/agriculturalresearchersrattleddemandsdocumentsgroupopposedgm>), by Keith Kloor, Science Magazine, February 11, 2015.
7. Right to Know FOIAs Profs Who Wrote for Pro GMO PR Website (<http://usrtk.org/gmo/usrighttoknowfoiasprofswroteforgmoprwebsite/> U.S.), by Gary Ruskin, USRTK Press Release, February 11, 2015
8. <http://www.bmwguggenheimlab.org/whatisthelab/people/advisorycommittee/juliettschor>
9. <http://bkconnection.aidcvr.com/authorbiobooks.asp?Type=AUTH&SEL=CHARLIECRAY>
10. <http://greenpeaceblogs.org/2014/08/25/corporationsspyonprofitsimpunity/>
11. http://www.democracynow.org/appearances/charlie_cray
12. <http://usrtk.org/donors/>
13. <http://usrtk.org/wpcontent/uploads/2015/06/2014IRS990.pdf>
14. https://www.organicconsumers.org/sites/default/files/2014_oca_990.pdf
15. <http://usrtk.org/wpcontent/uploads/2015/06/2014IRS990.pdf>
16. <http://twiends.com/thefoodbabe/twitter>
17. <http://news.sciencemag.org/scientificcommunity/2015/02/agriculturalresearchersrattleddemandsdocumentsgroupopposedgm>
Retrieved from "http://stakeholders.bonuseventus.org/index.php?title=U.S._Right_to_Know&oldid=13718"
Categories: Pages using duplicate arguments in template calls Organizations Articles Needing Attention
Featured Article GMO advocacy NorthAmerica stakeholders United States stakeholders

Background on Carey Gillam

Who is Carey Gilliam? “She is a former reporter who left her career and became a paid employee of an anti-GMO activist organization, funded by the organic food industry. Ms. Gillam asserts that she came under pressure from our company about her coverage when she was still a journalist, and specifically that we would accuse her of being biased. Well, honestly, we did think she was biased. And, we did have conversations with her editors. And, we did check her stories for factual accuracy. The fact that she went directly from being a supposedly objective agriculture reporter to working at an anti-GMO organization suggests that we probably weren’t too far off in our conclusion.” – *excerpt from Sara Miller’s Medium post: [How Monsanto Works With the Media](#)*

[Charla to add in here instances of where and who Carey has worked with to get news articles slated]

Western Producer (Stuart Smyth)
CBC.CA (Jason Warick)
Davis Enterprise (Tanya Perez)
San Francisco Chronicle (Tara Duggan)
Yes! Magazine (J. Gabriel Ware)
The New Food Economy (Kate Cox)
EcoWatch
St. Louis Post-Dispatch (Bryce Gray)
San Diego Union-Tribune (Morgan Cook)

[New Claims Against Monsanto In Consumer Lawsuit Over Roundup Herbicide](#)
[Monsanto Spin Doctors Target Cancer Scientist In Flawed Reuters Story Of Mice, Monsanto And A Mysterious Tumor](#)
[FDA Resumes Testing Foods For Weed Killer, Safety Questions Grow](#)
[Seek And Ye Shall Find: Canadians Report Weed Killer Detected in 30 Percent of Food Tested](#)
[Moms Exposed To Monsanto Weed Killer Means Bad Outcomes For Babies](#)
[USDA Drops Plan To Test For Monsanto Weed Killer In Food](#)
[Monsanto Weed Killer Deserves Deeper Scrutiny As Scientific Manipulation Revealed](#)
[Judge Threatens to Sanction Monsanto for Secrecy in Roundup Cancer Litigation](#)
[Questions about EPA-Monsanto collusion raised in cancer lawsuits](#)
[Monsanto’s Mind-Meld; Spin Machine in High Gear](#)
[Monsanto, EPA Seek to Keep Talks About Glyphosate Cancer Review a Secret](#)
[New Research Shows Failings of GMO Insect Resistance, Corn Crop in Jeopardy](#)
[Cancer Questions, Controversy and Chorus at EPA Glyphosate Meetings](#)
[Before the Holiday Feast: New Data on Pesticides in Food Raises Safety Questions](#)

[Pompeo In Trump's Cabinet Would Be Another Win For The 'Swamp'](#)
[Tests Show Monsanto Weed Killer in Cheerios, Other Popular Foods](#)
[FDA Suspends Testing for Glyphosate Residues in Food](#)
[More Bad News for Honey as U.S. Seeks to Get Handle on Glyphosate Residues in Food](#)
[IARC Scientists Defend Glyphosate Cancer Link; Surprised by Industry Assault](#)
[EPA Bows to Chemical Industry in Delay of Glyphosate Cancer Review](#)
[FDA Tests Confirm Oatmeal, Baby Foods Contain Residues of Monsanto Weed Killer](#)
[Upcoming EPA Meetings on Safety of Monsanto Weed Killer Drawing Scrutiny](#)
[FDA Finds Monsanto's Weed Killer In U.S. Honey](#)
[Keeping Secrets From Consumers: Labeling Law a Win for Industry-Academic Collaborations](#)
[CDC Official Exits Agency After Coca-Cola Connections Come to Light](#)
[At 'Crucial Moment' For GMO Labeling, Organic Industry Finds Itself Divided](#)
[Beverage Industry Finds Friend Inside U.S. Health Agency](#)
[For GMO Labeling Advocates, It Doesn't Get Much Darker Than This](#)
[Organic Trade Meets in D.C. as Battle Brews Over Standards](#)
[Glyphosate 'Revolution' Growing — Consumers Want Answers](#)
[U.S. Review of GMO Crops Finds Risks and Rewards, Says More Transparency Needed](#)
[What Killed Jack McCall? A California Farmer Dies and a Case Against Monsanto Takes Root](#)
[What Is Going On With Glyphosate? EPA's Odd Handling of Controversial Chemical](#)
[Private Tests Show Cancer-Linked Herbicide in Breakfast Foods; FDA mum on Its Assessments](#)
['Gold Standard' Tarnished? As Organic Sees Record Growth Internal Battles Plague Industry](#)
[It's Round 2 in GMO Labeling Fight](#)
[Public Confidence 'Necessary Ingredient' in GMO Labeling Debate](#)
[As Labeling Vote Looms, Inconvenient Truths Are Ignored](#)
[Clock Is Ticking on GMO Labeling Issue](#)
[GMO Labeling — Hard to Find Truth in Cost to Consumers?](#)
[Time for U.S. Regulators to Get Serious About Safety of Popular Pesticide](#)

Reporters:

Diana Lambert (Sacramento Bee) FOIA

Tanya Perez (The Davis Enterprise) FOIA

Sputnik

Stacy Malkan (EcoWatch)

Lorraine Chow (EcoWatch)

Jason Best (Take Part)

Michele Schofro Cok (Care2)

Key External Messages

Home base Statement: We are at a time when fake news is pervasive in our society and there is an ever-widening gap between what scientists say is factual and what society believes. Communication about science and restoring trust has never been more important.

Pesticides are one of the many tools that farmers use to fight against weeds and pests. In evaluations spanning more than forty years, the overwhelming conclusion of experts worldwide has been that glyphosate, when used according to label directions, can be used safely.

Unfortunately, anti-technology activists choose to disregard the scientific research. Carey Gillam and U.S. Right to Know utilize sensationalism and a twisting of facts to their advantage to cause unwarranted fear and confusion with consumer and ultimately promote their cause.

GLYPHOSATE

Addressing Claims that Glyphosate is not safe:

- No regulatory agency in the world considers glyphosate to be a carcinogen.
- Glyphosate has a long history of safe use.
- In evaluations spanning four decades, the overwhelming conclusion of experts worldwide, including the Environmental Protection Agency (EPA), has been that glyphosate can be used safely.
- Glyphosate safety is supported by one of the most extensive worldwide human health, crop residue and environmental databases ever compiled on a pesticide product.
- Like all pesticides, regulatory authorities around the world routinely review the latest safety data on glyphosate.

MONSANTO

Corporate Control and/or Undue Influence

- We are committed to doing business ethically and transparently. We regularly engage with leaders and organizations from the public sector, the non-government development sector, our farmer customers, other private sector peers and civil society – in dialogue and partnerships on food and nutrition,

MONSANTO COMPANY CONFIDENTIAL

climate smart agriculture and sustainability, and more. At Monsanto, we aim to provide transparency about our engagement with these leaders and organizations.

- [Our conversations with Government officials in the United States and other countries around the world are focused on solutions to help farmers feed a growing population more sustainably. Many associations, political and civil society organizations, and companies represent their interests and perspectives on food and agriculture before policymakers. Agriculture faces some of the toughest challenges in nourishing our growing planet, and it is taking new innovation and partnerships to address these challenges. We believe much good can come from open multi-stakeholder dialogue and through dialogue and collaboration, and welcome anyone who wants to learn more about Monsanto to discover us at \[monsanto.com\]\(http://monsanto.com\)](#)
- We get asked a lot about people who've left Monsanto to go work in the public sector, or vice versa. Agriculture isn't really any different than any other industry when it comes to how people choose a career path - just like in any industry, highly talented and experienced people will often explore new opportunities, and sometimes that means going into public service. Both the public and private sectors benefit when employers have access to the most competent and experienced people. But to be clear, we don't try to get our coworkers (or our board members) to quit and go work for the government.
- <http://monsantoblog.com/2012/02/15/monsanto-employees-control-usda-fda-government/>
- <https://monsanto.com/company/media/statements/myth-undue-influence-governments/>

Crop Protection Stewardship

Monsanto places the highest priority on the responsible development, manufacture and use of crop protection products. Our Crop Protection Stewardship is focused on providing growers with sustainable choices that increase productivity as well as promoting the safe and responsible use of existing products such as glyphosate consistent with Monsanto's corporate stewardship standards. We subscribe to international stewardship standards, including the [International Code of Conduct on Pesticide Management](#) issued by the United Nations Food and Agricultural Organization and fully supported by [Responsible Care Global Charter](#).

In addition, our crop protection products are regulated by appropriate government agencies in the United States and around the globe.

Labels and safety data sheets for Monsanto's crop protection products, as well as other safety and technical information on Monsanto's products, are available [here](#).

Business Conduct

At Monsanto, we are committed to building relationships based on Integrity. Integrity, in alignment with our Pledge, helps us earn and retain the trust of people with whom we do business.

Monsanto has a Code of Business Conduct to help employees recognize and deal with a broad range of integrity issues. The Code provides guidance on such topics as: respect for each other, the environment, health and safety, proper stewardship of our products, research methodology questions, use of company resources, and accurate communication about our finances and products. It also addresses the many legal and ethical facets of integrity in business dealings with customers, suppliers, investors, the public, governments that regulate us and the communities where we do business. Our Code gives employees several ways to raise questions or concerns about integrity. <https://monsanto.com/company/governance/business-conduct/>

Q&A

GENERAL GLYPHOSATE Q&A

How long has glyphosate been around? For more than 40 years, farmers – as well as governments, gardeners, and other users – have depended on glyphosate as an efficient and cost effective tool that can be used safely to control problematic weeds.

How does glyphosate work? Glyphosate specifically inhibits an enzyme that is essential to plant growth. This enzyme is not found in humans or animals. After it does its job, glyphosate breaks down in the soil into naturally occurring substances.

How do farmers use glyphosate? Like other weed killers, glyphosate works best when used in the right place, at the right time, and in the right amount.

What is special about glyphosate? Glyphosate has been a breakthrough for farming. Not only do glyphosate products work well on weeds, but they also help farmers grow crops more sustainably. For example, glyphosate has helped farmers adopt what is called “conservation tillage.” With conservation tillage, farmers can disturb less soil and drive their tractors less. Thus, farmers can reduce soil erosion and carbon emissions, which is great for the environment.

Is glyphosate safe? In evaluations spanning four decades, the overwhelming conclusion of experts worldwide, including the European Food Safety Authority (EFSA), has been that glyphosate can be used safely. In fact, glyphosate safety is supported by one of the most extensive worldwide human health, crop residue and environmental databases ever compiled on a pesticide product. Like all pesticides, regulatory authorities around the world routinely review the latest safety data on glyphosate.

Does glyphosate cause cancer? No. No regulatory agency in the world considers glyphosate a carcinogen.

MONSANTO COMPANY CONFIDENTIAL

Why did IARC declare glyphosate a carcinogen? IARC's classification is inconsistent with the overwhelming consensus of regulatory authorities and other experts around the world, who have assessed all the studies examined by IARC – and many more. While IARC's erroneous classification has attracted media attention and been used repeatedly by certain anti-agriculture organizations to generate unwarranted fear and confusion, regulators around the world continue to support the safe use of glyphosate. In fact, since IARC classified glyphosate, regulatory authorities in the United States, Europe, Canada, Japan, New Zealand and Australia have publicly reaffirmed that glyphosate does not cause cancer.

How do regulatory authorities assess pesticide safety? Before companies can make pesticides available to farmers, these crop protection tools must undergo comprehensive evaluations by regulatory authorities. In the U.S., the Environmental Protection Agency (EPA) requires all new pesticides to undergo more than 100 environmental and human health safety studies before they are approved. The EPA only approves products that can be used safely according to label instructions.

GENERAL GLYPHOSATE RESOURCES:

- [Click here](#) for information about glyphosate on Monsanto.com
- [Click here](#) for Monsanto's perspective on IARC
- [Click here](#) to stay updated on the EPA's ongoing review of glyphosate
- [Click here](#) for a short video on glyphosate
- [Click here](#) for a video "Setting the Record Straight" on glyphosate safety
- [Click here](#) for a detailed paper called "Benefits and Safety of Glyphosate"
- [Click here](#) for details about how regulatory authorities assess pesticide safety
- [Click here](#) for a short video about how farmers use pesticides
- [Click here](#) for information about surfactants

<https://monsanto.com/products/safety-information/glyphosate-information/>