

From: Val Giddings <lvg@outlook.com>
Sent time: 10/23/2014 12:01:07 PM
To: Folta, Kevin M.; DRAKE, LISA M AG/1085 <lisa.m.drake@monsanto.com>
Subject: RE: Colorado and Oregon labeling campaigns

there's a lot of completely counter intuitive black art in polling. it's enough to drive a scientist around the twist.

Lisa -- I have not yet heard back from Prakash. I suspect he may be teaching this AM or something. If I have not heard back by midafternoon I will call him.

V

From: kfolta@ufl.edu
To: lisa.m.drake@monsanto.com; lvg@outlook.com
Subject: RE: Colorado and Oregon labeling campaigns
Date: Thu, 23 Oct 2014 15:47:00 +0000

Well that's why I'm a science goof and not a pollster.

I'm glad to sign on to whatever you like, or write whatever you like. I saw Seidler's videos and the are 100% scare based. I'd be happy to write the op-ed on making decisions on facts. When someone says, "Agent Orange" you know they are trying to fool you.

Kevin

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"Don't tell me what can't be done. Tell me what needs to be done, and let me do it." – Norman Borlaug.

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From: DRAKE, LISA M [AG/1000] [lisa.m.drake@monsanto.com]
Sent: Thursday, October 23, 2014 11:38 AM
To: Folta, Kevin M.; Val Giddings
Subject: RE: Colorado and Oregon labeling campaigns

Doesn't poll as well as credible third party scientists....I know hard to believe but I have seen the poll results myself, and that is why the campaigns work the way they do....

From: Folta, Kevin M. [mailto:kfolta@ufl.edu]
Sent: Thursday, October 23, 2014 9:14 AM
To: Val Giddings; DRAKE, LISA M [AG/1000]
Subject: RE: Colorado and Oregon labeling campaigns

Val is right, we can't fight emotion with lists of scientists. It needs a connection to farming mothers.