From: Barnes, Carly
To: [redacted]; Alison Van Eenennaam
Cc: Mashek, Bill; Coy, Emily
Subject: Food Chain Radio Segment This Saturday
Date: Wednesday, June 25, 2014 1:30:28 PM
Attachments: Food Chain Radio Briefing Book[2].docx
Carman-Vlieger response summary 061213[2].docx

Hi Alison and Wayne,

Thanks again for being willing to participate on Michael Olson's Food Chain Radio segment this Saturday, June 28 at 9:00 a.m. PDT / 12:00 p.m. EDT.

Attached is a "briefing book" that includes dial-in directions and background information on Michael Olson and the topics he will be discussing with you during the show. (Dialing in to the show using a land line is preferred.)

The other attached document is information that GMO Answers offered to Olson regarding the Carman-Vleiger study. We also wanted to mention that Gilles-Eric Séralini's rat study was republished this week. Genetic Literacy Project posted an article that includes several expert reactions to the republished study.

Please let us know if you have any questions or concerns about Saturday. We appreciate your help!

Thanks,
Carly

Carly Barnes
Account Supervisor
+1 310 295 3354

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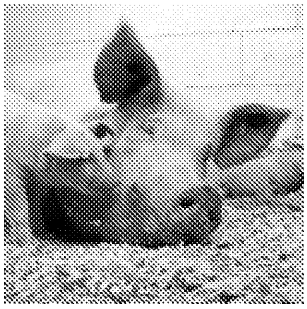
More Junk Science:
Is the Carman Pig Study "Seralini 2.0"?



A new pig feeding study authored by Australian researcher Judy Carman, and Maurice, Iowa farmer Howard Vlieger, claims that pigs fed genetically modified (GM) corn and genetically modified (GM) soybean meal showed increased incidence stomach inflammation.

This study was authored by two veteran anti-biotech campaigners, Judy Carman and Howard Vlieger, and was published in an obscure online journal financed by the organic industry. It reaches conclusions that are diametrically opposed to the great preponderance of the scientific evidence gathered from hundreds of independent food and feed safety studies that found no difference in between animals fed GMO or non-GMO diets.

While the first day news coverage bordered on alarmist, the scientific community has reviewed and analyzed the paper in the hours since and has concluded that this is more anti-biotech junk science.

Listed below is a brief summary of some of the more scientifically balanced coverage with links to the broader analysis.

Agronomist Andrew Kniss (Ph.D) of the University of Wyoming took the data (such as it is) in the Carman-Vlieger pig study and applied the usual statistical tools, and the differences between the different groups of pigs disappeared.

Kniss summarizes his analysis:

"If I were to have analyzed these data, using the statistical techniques that I was taught were appropriate for the type of data, I would have concluded there was no statistical difference in stomach inflammation between the pigs fed the two different diets. To analyze these data the way the authors did makes it seem like they're trying to find a difference, where none really exist."

See *"The evidence of GMO harm in pig study is pretty flimsy"*

[The thing to look at is the p-value. A relatively high p-value means the data result more from chance than from the factors being studied. You're looking for a p-value of 0.05 or less. So the p-values of 0.5669 or even 0.2408 are sky-high and indicate that the implied hypothesis -- that GM grain is bad for pigs -- is not supported by the data.]

Australian geneticist David Tribe (Ph.D.) analyzed the study on his GMO Pundit blog:

"The paper by Carman and colleagues avoids rigorous analysis of whether the differences are attributable to chance. In the study there is no clear-cut hypothesis about what component(s) of the diet is different and what affect the component might have specifically on the animal.

"Instead of a well formulated prior hypothesis the investigation consists of a survey of a fairly large number of parameters -18 are mentioned in one table, 17 in another, and there is no necessary statistical analysis to check for false discovery of effects because of repeated searching for differences.

"It's what some call a fishing expedition in search of a finding, and a known pitfall of animal feeding trials on whole foods…Using the standard criteria of a one in 20 chance that observed differences are randomly generated, about one or two apparent effects in this study might be a false discovery."

See *"Pigs in the real world — feed them different diets, measure many health parameters, some with show differences– but what does it all mean?"*

Dr. Mark Hoofnagle (MD/PhD) analyzes the study on his Denalism blog saying:

"Looking at the data there were no differences in any of the major variables evaluated by the study, such as weights, veterinary costs, illnesses, or mortality. No significant differences in blood biochemistry were found. At autopsy most organ weights were similar between groups. There was a statistically significant (but likely clinically-meaningless) increase (0.1kg vs 0.12kg) in uterus weights in the GM group. At pathology there were nonsignificant decreases in cardiac and liver abnormalities in the GM group (half as many), in stomach pathology there was one significant finding of more 'severe inflammation' (on a 4-point scale from no inflammation to severe) in the GM group. This is the finding that has been amplified as variably 'damning' or 'concerning' depending on which source is reporting."

See *"Pollan and Bittman, the Morano and Milloy of GMO anti-science"*

An analysis by the **Science Media Centre** found:

"The paper does not support the claim that GM crops cause stomach inflammation or increased uterus weight… it is let down by an inappropriate choice of statistical analysis methods."

See *"GM pig feed and stomach inflammation"*

UK science writer Mark Lynas says of the study: "This is propaganda dressed up as science, which is why it didn't make a proper peer-reviewed journal" and he also points out that the *Journal of Organic Systems* does not appear in PubMed, "suggesting it is not taken very seriously in the scientific community. It only publishes about twice a year, mostly with research touting the benefits of organic agriculture."

See *"GMO pigs study – more junk science"*

BRIEF – FOOD CHAIN RADIO

Reporter: Michael Olson

Outlet: Food Chain Radio

Date: Saturday, June 28, 2014 – 12:00 Noon EDT / 9:00 AM PST

Contact Information: Michael Olson / [redacted] / [redacted]

Opportunity: Michael is interested to hear expert opinions on the Carmen and Seralini studies. We recommend also using this opportunity to proactively talk about your own research.

Dial in: Please dial [redacted] at 12:00 Noon EDT / 9:00 AM PST on Saturday, June 28, 2014. The show begins at 9:06 after the daily news.

Background: Michael Olson is the host and producer of Food Chain Radio, a nationally syndicated program focusing on a variety of food-related topics including genetic engineering, water supply, food chain security, and more. Olson is also the president of the MO MultiMedia Group in Santa Cruz, CA, and consults on farm projects throughout the world.

Olson is knowledgeable about agricultural issues – but has a viewpoint. For example, his website features his "MetroFarm Community effort promoting local farms, local food, and local money." He has a seminar focused on helping small farms "go up against these goliaths of agriculture, and win the consumer dollars."

GMO Answers contacted Olson earlier in the year after his segment on "The Stomach Study." We provided him information on the Carman-Vlieger study (attached) and offered to be a resource. He asked if an expert could discuss the Carman-Vlieger and Seralini studies. The kinds of questions he intends to ask include: Why are these studies disparaged by so many scientists? If the studies are so bad, what is wrong with them? Should further studies be done in these areas?

Please note: given it is an hour-long segment, other topics could be raised to discuss research on GMOs related to climate change, nutrition, combatting pests and diseases. Research being conducted at your labs / campuses would also be an interesting issue to raise during the interviewFood Chain Radio on KSCO-AM airs on Saturday mornings at 9 AM PST and is available online here. Past GMO-related topics and guests include:

- **February 23, 2014: GMO Free Cheerios:** Guest Gregory Conko, Executive Director of the Competitive Enterprise Institute, talks about the extent to which the food industry is fighting mandatory labeling and what consumers should know about the food they buy.
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- **April 20, 2013: Boycott Kellogg's?:** Guest Diana Reeves, Founder of GMO Free USA discusses the presence of GMO grains in breakfast cereals and why Kellogg's was the target for a related boycott.

From:	Barnes, Carly
To:	Alison Van Eenennaam
Cc:	Coy, Emily; Mashek, Bill
Subject:	Food Chain Radio Segment Tomorrow (Saturday)
Date:	Friday, June 27, 2014 10:46:29 AM
Attachments:	Food Chain Radio Briefing Book[2][3].docx Carman-Vlieger response summary 061213[2][1].docx

Hi Alison,

I just wanted to touch base with you about Michael Olson's Food Chain Radio segment tomorrow at 9 a.m. PDT. Are you still available to join Wayne Parrott for the interview and discussion? I copied you on a couple of emails this week, but I've reattached information about the program and dialing in, as well as the brief we provided to the show regarding the Carman pig feeding study. A teaser about the show is included below.

We also wanted to mention that Gilles-Eric Séralini's rat study was republished this week. Genetic Literacy Project posted an article that includes several expert reactions to the republished study.

Would you mind letting me know if you're still planning to call in to the show tomorrow?

Thanks so much,
Carly

A FOOD CHAIN RADIO RELEASE FROM METROFARM.COM

Hundreds of scientific studies prove genetically-modified (GM) foods are safe to eat, but then along came Carman's study showing severe stomach inflammation, and Seralini's study showing cancerous tumors. And so we ask…

Whose GM science should we trust?

This Saturday at 9am Pacific, the Food Chain Radio show with Michael Olson hosts UC Davis animal science professor Allison Van Eenennaam and U of Georgia plant science professor Wayne Parrott for a conversation about the science of testing genetically-modified foods.

Topics include a look at the scientific method of animal feeding studies; how some studies prove GM foods are safe to eat, while others prove GM foods cause severe stomach inflammation and cancerous tumors; and how one should decide whose science to believe.

Listen live or recorded on your radio, computer or mobile device: Food Chain Radio #972

Carly Barnes
Community Manager
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+1 [redacted] (cell)

Ketchum, *on behalf of the*
Council for Biotechnology Information

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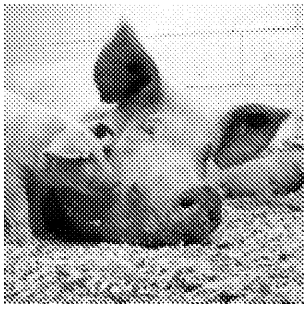

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Michael Olson Bio: Michael Olson is a journalist, public speaker, and farm consultant who grew his first crop at the age of six. He has participated in the commercial production of beans, beets, blueberries, cattle, garlic, hay, oats, shallots, strawberries, turf grass, wheat and wine grapes in the states of California, Montana and Oregon. He is also a farm consultant to projects in multiple parts of the world, including the island of Cyprus and the jungles of the Amazon.

Michael Olson produced, wrote and/or photographed feature-length news for a variety of media, including the San Francisco Chronicle and Examiner newspapers, Skiing and Small Space Gardening magazines, NBC, ABC, Australian Broadcast Commission, and KQED Public Television networks. He is author the author of MetroFarm and hosts the weekly syndicated radio talk show Food Chain.

Olson designed, blended and packaged a fertilizer for container-grown house and garden plants; certified and registered the product as a ³specialty fertilizer² with the State of California; and sold the product to the national lawn and garden market. Olson has over two decades of broadcast media management and, as General Manager of newstalk radio stations KSCO & KOMY in Santa Cruz, California, has helped hundreds of locally-owned businesses compete against national chains. Olson is currently a partner in the MO MultiMedia Group of Santa Cruz, California.

Michael Olson was also awarded the 2012 Al Smith Friend of Agriculture Award by the California legislature.

From: Barnes, Carly
To: Alison Van Eenennaam
Cc: Avilla, Mark
Subject: GMO Answers - Advice on an animal biotech question?
Date: Thursday, July 31, 2014 1:45:11 PM

Hi Alison,

We received a question several months ago asking about the benefits of animal GMOs. We sent it to Caitlin Cooper when she was still a Ph.D. candidate at UC Davis, but I haven't been able to find her current contact information (and I assume she was extremely busy at the time with all of the fun, stressful events that come with graduating from a doctoral program). We've sent it to Matt Wheeler at the University of Illinois, and a couple of other people, but haven't received a response.

The question is:

- What are some benefits of animal GMOs?

Would you perhaps be interested in providing an answer to this question, or recommending someone else (even another Ph.D. candidate) we could reach out to about responding?

Thanks so much,
Carly

Carly Barnes
Community Manager
GMO Answers
+1 310 295 3354 (office)
+1 [redacted] (cell)

Ketchum, *on behalf of the*
Council for Biotechnology Information

From: Barnes, Carly
To: Alison Van Eenennaam
Subject: GMO Answers - Media Inquiry
Date: Friday, June 06, 2014 2:33:44 PM

Hi Alison,

We've been working with Dr. Wayne Parrott at the University of Georgia to schedule an interview with Michael Olson on Food Chain Radio to discuss the Seralini and Carmen studies. He suggested we reach out to you to see if you might interested in joining him. If you are interested, are you available for an hour on June 14 or 28 at 9 a.m. Pacific/12 p.m. Eastern? I've included some information about Michael Olson and his show below.

Thanks,
Carly

Media	**Michael Olson** "What's Eating What?" Food & Agriculture Reporter
Date	**June 14 or 28**
Interview Time	**9:00 – 10:00 a.m. PDT**
Location:	**Remote/by phone**
About:	"What's Eating What" with Michael Olson on Food Chain Radio is a weekly syndicated news/talk radio show focused on agricultural issues. The show airs live on Saturday mornings from 9:00-10:00 a.m. Pacific. In his archives, there are shows about superweeds, ag theft, pollution, pests and GMOs. He encourages people to take the 2x2 pledge, which is a pledge to spend $2.00 per day on local food, while convincing two other people to do the same. He states in a city of 500,000 people that would create a 2.5 billion dollar local agricultural economy, and remove dependence on those that wish us to remain insecure with regards to our food so we can be dependent on them.
Topics	**Seralini and Carman studies** • Findings and scientific validity Possible other topics • **GMO Labelling**
Past Coverage	Show #956: THE STOMACH STUDY - 16-02-2014 Show #955: GMO FREE CHEERIOS - 23-02-2014 Show #916: BOYCOTT KELLOGG'S? - 20-04-2013 Show #799: CAN'T THEY JUST GET ALONG? - 01-12-2012

Show #794: WHO SAYS GMOS ARE SAFE? - 20-10-2012
Show #790: YES OR NO ON THE RIGHT TO KNOW ABOUT GMOS - 15-09-2012
Show #757: TO KNOW OR NOT TO KNOW - 14-01-2012
Show #745: SAYING - 01-10-2011
Show #621: LET YOUR MEDICINE BE YOUR FOOD - 27-01-2009

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Michael Olson Bio

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From: Barnes, Carly
To: Alison Van Eenennaam; [redacted]
Subject: GMO Answers - Media Inquiry
Date: Monday, June 09, 2014 8:44:24 AM

Hi Alison and Wayne,

Thank you both so much for being willing to participate in the media opportunity with Michael Olson/Food Chain Radio. We are confirmed for Saturday, June 28. We'll be sending over more details later this week.

Please let me know if you have any questions between now and then!

Thanks again,
Carly

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From: Barnes, Carly
To: Alison Van Eenennaam
Subject: GMO Answers - Question to Consider
Date: Wednesday, June 11, 2014 12:35:49 PM

Hi Alison,

We received a new question on GMO Answers about the costs of GMO labeling (below). Would you be willing to byline a response based on the CAST paper, "The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States," similar to how you provided an answer based on an excerpt your Genetic Engineering and Animal Feed article?

2972	How much would it cost to label GMOs?

Here is a potential excerpt to pull:

"The potential economic impact of state and other initiatives that would mandate labeling for the presence of GE ingredients in foods has also been of much interest. Opponents of mandatory GE labeling schemes have argued that they would be paid by all consumers, including those who do not wish to avoid GE. Proponents have argued that the implied costs would be minimal. Indeed, a handful of studies has sketched out the potential costs of the mandatory labeling initiatives in California and Washington. The results have varied from more than $1 billion per year to a few thousands of dollars (Alston and Sumner 2012; Robertson 2013).

"The widely differing calculations in the estimated costs of the proposed mandatory labeling schemes are explained by fundamentally different conjectures about the responses of key players in the food supply chain and the changes they could bring about in the U.S. food market. Much depends on how food manufacturers, food retailers, and other food merchants would choose to act if mandatory GE labeling was put in place. On the one hand, they could choose to maintain the current composition of their products, placing GE labels on them when necessary. On the other hand, they could choose to change the composition of their products in order to avoid the use of GE labels.

"The reactions of food manufacturers and retailers could be shaped by expectations of negative consumer response toward GE labels (Marchant, Cardineau, and Redick 2010), targeting of their products by activists (Gruere and Rao 2007), exploitation of GE labels by competitors (Kalaitzandonakes and Bijam 2003), and concern that a mandated label might be mistakenly interpreted by consumers to confer a food safety warning (Marchant, Cardineau, and Redick 2010). If manufacturers choose to maintain their products and place labels on them, the cost impact of mandatory labeling would be the relatively minor cost of the ink to print new labels and the more significant costs associated with tracking and monitoring to ensure compliance. If manufacturers choose to substitute GE ingredients with non-GE ingredients to avoid labels, the cost impact of mandatory labeling would be substantial and associated with new product formulation and sourcing non-GE ingredients."

This excerpt is from the Council for Agricultural Science and Technology (CAST) Issue Paper, "The Potential Impacts of Mandatory Labeling for Genetically Engineered Food in the United States" (Van Eenennaam, Chassy, Kalaitzandonakes, and Redick 2014).

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