

From: [Chassy, Bruce M](#)
To: [SACHS, ERIC S \(AG/1000\)](#)
Subject: Re: U-Tube Videos
Date: Friday, April 27, 2012 12:48:20 PM

Eric

This should give you access to the first 6. All they need is a final credit page that thanks U of I and the Dept. of State for support. They will go up very soon.

<http://media-dev.itsc.illinois.edu/itscvideo/BiotechnologyH264/>

Bruce

On Apr 27, 2012, at 12:37 PM, SACHS, ERIC S (AG/1000) wrote:

Bruce – thanks. I will forward the focus group info to you by Monday. I also would like to preview the videos you have if possible. Can you make them accessible to me?

Eric

From: Chassy, Bruce M [mailto:bchassy@illinois.edu]
Sent: Friday, April 27, 2012 12:30 PM
To: SACHS, ERIC S [AG/1000]
Subject: Re: U-Tube Videos

Eric

I can certainly share the videos with you. They are, however, targeted at a non-technical audience and are designed to appear a little low budget and amateurish. They are pretty basic.

That said we intend to make more of them and invite suggestions for future topics. I am hopeful that state can fund us again. I do think their sponsorship helps as does the U of I production.

So yes, I want to see the focus group results.

As you know, I will be down there May 15-16. Is that a good time to discuss the results of the focus groups or will you just forward a report sooner?

Bruce

On Apr 27, 2012, at 10:48 AM, SACHS, ERIC S (AG/1000) wrote:

Bruce – in a completely parallel effort, Monsanto is shooting videos to reinforce the safety of GM foods in support of food/retail industry requests for Monsanto to defend the onslaught of attacks on biotech crop safety and Bt/RR sweet corn in particular. I alerted this team of your project and everyone was eager to see your work on-line.

Obviously, independent content from the U of I and supported by US Govt agencies is the preferred approach.

Our team has completed some recent focus groups with consumers. We were wondering if you would like to see the top line results and findings that may help provide guidance or approaches for additional videos. Let me know. I know the team is very supportive of your project and would like to help with information that may help your effort to be even more effective.

Eric

From: Chassy, Bruce M [mailto:bchassy@illinois.edu]
Sent: Tuesday, April 24, 2012 12:46 PM
To: HAMMOND, BRUCE G [AG/1000]
Cc: SACHS, ERIC S [AG/1000]; Wayne Parrott; Genevieve Bondy; Bartholomaeus, Andrew; Kate Walker; GLENN, KEVIN C [AG/1000]; LEMKE, SHAWNA LIN [AG/1000]; VICINI, JOHN L [AG/1000]
Subject: Re: EFSA Highlights

Bruce

I think that's a great idea. They are sorely needed.

I have a small Grant from USDA and Dept. of State to make about 10 such YouTube videos. 7 are just about to go online featuring stars: Wayne Parrott, Martina McGloughlin, Rick Hellmich, and yours truly.

I think it is important that these YouTubes will come from FSHN at U of Illinois and will credit the State Dept. for support. I would like to see more of them with those credits but State's resources are limited.

I am talking to State about funding for additional videos and am also seeking other sources of support for doing more of them. I have a willing and very good video unit on campus.. V-fluence has helped us create and edit the scenarios and I have to say that without them I wouldn't have known a video from a doorknob (even though I thought I did when I started this).

It would be very useful to me to have a list of videos that all of you think would be helpful. I will put them in my proposals.

Regards

Bruce

On Apr 24, 2012, at 12:28 PM, HAMMOND, BRUCE G (AG/1000) wrote:

FYI, on the EFSA website below, they have short videos geared to the public that

provide 3 minute sound bites on how EFSA assesses the risks of various contaminants that can enter foods (food additives, pesticides, bacterial pathogens etc) as well as GM foods (unfortunately GM crops are lumped together with other contaminants). This is being done to promote science understanding for their public. I don't know if someone else has video sound bites available on GM crop safety, but after my trip to Latin America last week, it is clear that scientists (regulators), students etc would like to have more information on the safety of GM crops. Would it be possible to have short videos prepared addressing various topics relevant to the use and safety of GM crops around the world? Based on a conversation with Wayne Parrot, I asked the audience in Santiago Chile how many had seen a GM plant and only a few raised their hand. Instructional videos should probably be sponsored by an independent third party, but they could be made available in many languages around the world where biotech plants are considered to be more controversial.

From: EFSA newsletters [mailto:highlights@efsa.europa.eu]

Sent: Tuesday, April 24, 2012 11:23 AM

To: HAMMOND, BRUCE G [AG/1000]

Subject: EFSA Highlights

EFSA European Food Safety Authority - EFSA highlights



24 April 2012



Bisphenol A: re-evaluation to focus on exposure and possible low dose effects

EFSA has started work on a new risk assessment of BPA, used in food contact materials, focussing in particular on exposure of vulnerable groups. Scheduled for May 2013, the new opinion will evaluate dietary exposure and consider non-dietary sources to BPA. Experts will also further evaluate possible low dose effects of BPA; low dose effects in toxicology and risk assessment is the subject of EFSA's international Colloquium on 14-15 June –*registration closes on 30 April.*

Stakeholder Consultative Platform - Call for interest - Membership



Understanding science

[How safe are chemicals in food?](#)

[How do scientists establish safe](#)

Safety of chemicals in food



levels for chemicals in food?

[More videos](#)

Publications



[Scientific Opinion on Flavouring Group Evaluation 51, Revision 1 \(FGE.51Rev1\): Consideration of alicyclic ketones and secondary alcohols and related esters evaluated by the JECFA \(59th meeting\) structurally related to alicyclic ketones secondary alcohols and related esters in FGE.09Rev3 \(2011\)](#)

Scientific Opinion of the CEF Panel

[Assessment of different monitoring strategies for early detection of FMD incursion in a free wild boar population area: a simulation modelling approach](#)

Scientific Report of EFSA

[Assessing Risk of Introduction via Import](#)

Scientific Report of EFSA

[Conclusion on the peer review of the pesticide risk assessment of the active substance *Adoxophyes orana* granulovirus](#)

Conclusion on Pesticides

[Conclusion on the peer review of the pesticide risk assessment of the active substance *Cydia pomonella* granulovirus \(CpGV\)](#)

Conclusion on Pesticides

[Reasoned opinion on the modification of the existing MRLs for methoxyfenozide in various leafy vegetables](#)

Reasoned Opinion

[Outcome of the Public Consultation on the draft Scientific Opinion on clustering and ranking of emissions of plant protection products from protected crops \(greenhouses and crops grown under cover\) to relevant environmental compartments](#)

Technical report

[Extensive literature search on the PCN and PCN-host interaction](#)

External Scientific Report

Frequently asked questions

[FAQ on the Margin of Exposure approach developed by EFSA](#)

Events



[Programme of EFSA Open Doors \(Festa dell'Europa\)](#)

Parma, 12 May 2012

[Agenda of 52nd plenary meeting of the Scientific Panel on Contaminants in the food chain](#)

Parma, 2 May 2012

[Agenda of 85th plenary meeting of the FEEDAP Panel](#)

Parma, 24 April 2012

[Agenda of 46th plenary meeting of the NDA Panel](#)

Parma, 25 April 2012

[Minutes of 64th plenary meeting of the AHAW Panel](#)

Parma, 13 March 2012

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