

From: [Chassy Bruce](#)
To: [Jay Byrne](#)
Cc: bjg@PrometheusAB.com
Subject: Re: FYI from Jeffrey Smith - Thank You for a Great Year!
Date: Saturday, November 20, 2010 1:48:44 AM

Jay

It's worse. He's going to be featured on the Dr. Oz show and will debate whoever BIO comes up with. I can't do it because i am in Vladivostok this week.

This guy is a [REDACTED]. We need to update the site to cover all of this recent activity.

Regards

Bruce

On Nov 19, 2010, at 9:23 AM, Jay Byrne wrote:

FYI – Jeffrey Smith's latest missive provides insights into their ongoing tactics and alliances.

- Allied with other natural product promoters – Joe Mercola and Mike Adams
- Training other local spokespeople to criticize GMOs
- Ongoing media interviews
- Brochure production for in-store placements
- Continued focus on attacking Monsanto

It will be good to get the next phase of work on Academics Review going – we've got a relative slow first quarter coming up in 2011 if business remains the same. I will schedule some pro bono search engine optimization time for our team who will have some availability for then to targeted some additional spaces where Smith's content is showing up. We're already appearing in many of his brand spaces, it's time to try and start appearing in the issue/topic areas where he has influence.

As always, would love to find the next target (and sponsor) to broaden this when we are able.

Best,

Jay

From: Jeffrey Smith [mailto:newsletter@responsibletechnology.org]
Sent: Thursday, November 18, 2010 7:31 PM
To:
Subject: Thank You for a Great Year!



Dear xxx,

As we near the end of 2010, I wanted to personally thank you for helping to make this year an unprecedented success in raising awareness about the dangers of genetically modified organisms (GMOs). *Supermarket News* predicted the upsurge in US consumer concern 2010, and it's happening.

With your support, we're getting our message out to millions each month through print, media, and internet channels. During October's Non-GMO Month, the popular health newsletter [Mercola.com](#) emailed our GMO articles every day for a week to over 1.5 million homes, followed by a videotaped interview of [Dr. Mercola](#) and I.

[Mike Adams](#), the Health Ranger, sent out a week's worth of articles to hundreds of thousands of [NaturalNews.com](#) subscribers, and released his awesome [Just Say No to GMO](#) music video. You gotta see this.

Natural News also pledged to match up to \$10,000 of donations to our Institute and support came flying in from his loyal, healthy readers (thank you Mike and thank you NaturalNews readers).

I had almost **100 media interviews this year**. Here's a recent one, where I get a little more personal: <http://irishsideofthemoon.blogspot.com/2010/11/irish-side-of-moon-59.html> I spoke in Iowa, Michigan, Colorado, Ohio, Illinois, Washington,

Missouri, Canada, and throughout California.

In response to your enthusiasm for our work, **we're training others to speak** about GMOs using webinars and in-person classes. We'll have nearly 200 people trained by year's end.

Our office has been swamped since September with **requests for Shopping Guides, Health Risk Brochures, Non-GMO Education Centers**, and other materials, as retailers, healthcare practitioners, and enthusiastic consumers jumped on board the non-GMO bandwagon.

You'll be happy to know that several high profile GMO issues made headlines in 2010:

- o The Supreme Court ruled in our favor, and kept GM alfalfa out.
- o A federal court banned the selling of GM sugar beets.
- o An appeals court ruled against the draconian rbGH labeling restrictions in Ohio.
- o And Frankenfish are swimming upstream against 91% of Americans who don't want 'em.

There's more good news. Monsanto's herbicide Roundup, which is sold with most GM crops, is imploding. Its overuse has spawned a new generation of superweeds that are resistant to its toxic effects. And Roundup's promotion of soil pathogens seems to be creating an explosion of plant disease, including widespread Sudden Death Syndrome in soybeans, and possibly Mad Soy Disease in South America.

Monsanto's highly touted Roundup Ready 2 soybeans and Smart Stax corn were flops, forcing the company to drop their inflated prices. In just 11 months, Monsanto's fortunes went from Forbes "Company of the Year" to the Worst Stock of the Year. Forbes apologized.

Yes, it's a very good time for us all, and thank you so much for making this happen. Your continued support, your personal commitment to avoid GM foods, and your enthusiasm for getting the word out to others is making the difference.

Continued Safe Eating,

Jeffrey