

From: [Holtzman, Max - OSEC](#)
To: ["jon@jonentine.com"](mailto:jon@jonentine.com)
Cc: [Peckins, Stacey FAS](#); ["jay.byrne@v-fluence.com"](mailto:jay.byrne@v-fluence.com); [Lubinsky, Pace \(FAS\)](#)
Subject: Re: anti-GMO crop biotech challenges with GLP and Jay Byrne
Date: Saturday, December 07, 2013 11:25:34 AM
Attachments: [GLP3.png](#)

Thanks Jon. It was great meeting w you as well. I think your outline below provides natural intersection points where usda/USG messaging and your efforts intersect well. I'd like to engage further and loop other folks here at usda not only from the technical/trade areas but from our communications shop as well. Realistically this would occur after the turn of the year, likely mid january as I will be in and out travelling thru year end.

Below you mention the boot camp as spring 2013: assuming you mean spring '14?

I look forward to speaking with you soon.

Max

Max T. Holtzman
Acting Deputy Under Secretary, MRP
Senior Advisor to the Secretary
U.S. Department of Agriculture
1400 Independence Ave., SW, Suite 200-A
Washington, D.C. 20250
p. 202.720.3631
max.holtzman@osec.usda.gov

From: Jon Entine [<mailto:jon@jonentine.com>]
Sent: Friday, December 06, 2013 10:51 AM
To: Holtzman, Max - OSEC
Cc: Peckins, Stacey FAS; Jay Byrne <jay.byrne@v-fluence.com>; Lubinsky, Pace (FAS)
Subject: RE: anti-GMO crop biotech challenges with GLP and Jay Byrne

December 6, 2013

Hi Max,

It was great to meet. It's a challenging time engaging on biotech issues. At least we got some good news with the retraction of the flawed Seralini study (FYI, wrote analysis for *Forbes* hours after the story broke: <http://tinyurl.com/kr47t7m>)

I wanted to follow up to see if there is more background information I could provide about me or the Genetic Literacy Project (GLP) or about Jay Byrne? After our meeting, Jay and I spoke to two-dozen people at State, with reps from USDA/FAS and USAID on how to effectively engage NGOs and journalists on agricultural biotech. Jay profiled his stakeholder database and ag issues networking platform, which he teased in our meeting, and many in that group have eagerly signed on and are utilizing it

GLP has numerous detailed proposals and projects in the works to address key stakeholder education and outreach needs to foster more informed public dialogue on agriculture and food technology issues at home and abroad via four core areas in which sub-projects and elements could appropriately include USDA participation and support:

- * **Biotechnology Boot Camp and Response Swat Team.** Third-party academic outreach and capacity building to foster credible public engagement by relevant experts via a “” with the inaugural event to be hosted by the University of Florida in late spring 2013 with ex-US market extensions ; this will help prepare for education and potential legislative engagement on labeling and related issues

- * **Biotechnology Journalism Conclave** on food security challenges to bolster accurate mainstream media coverage in U.S. and abroad (and provide coaching to younger journalists, many online) via Harvard University hosted journalism inaugural event, with ongoing networking support and target training and seminars

- * **Global Public Education and Media Outreach Campaign.** Unique campaign engaging overseas journalists, NGOs and government officials to promote farmer/consumer choice and coexistence of different agricultural systems. In cooperation with USDA and State Department directed by FAS, we would develop regional reporting/case studies on biotech acceptance, via print media and video. Includes travel to events and develop strategies to address trade and food security challenges. ‘Hot’ issues include: GE corn in Mexico; market acceptance in Southeast Asia, such as in Vietnam; anti-GMO activism in EU and misuse of ‘precautionary principle’; U.S.-China ag relations, global trade and sustainability; Golden Rice in Philippines; climate change/malnutrition in East Africa, including EU anti-biotech trade strategy; GE acceptance in India and right to food/lower environmental impact technologies; role and influence of the United Nations; biotech labeling regimes globally.

- * **Ag Biotech news and educational videos.** Drawing on extensive TV production background, GLP and our network of influential journalist and publishing partners, and working with Byrne, would produce print and multi-media content and placements from credible sources reinforcing key ag technology benefits and critical food security and development themes with segments and footage made available on U.S. government websites, GLP and other platforms.

* * *

These US government-GLP-Byrne projects could elevate public awareness of agricultural challenges, encourage more informed and expeditious decision-making worldwide and enable appropriate U.S. government leadership in engaging on these issues providing information that reinforces public trust in relevant USG agencies and systems.

Max, where these projects appropriately intersect with your office’s areas of responsibility and interests we would welcome your engagement and support.

Jon



Jon Entine

(b) (6)

www.GeneticLiteracyProject.org

- Exec Dir, Genetic Literacy Project
- Senior Fellow, Center for Health & Risk Communication and STATS, George Mason University
- Columnist: Forbes, Science 2.0, Ethical Corporation

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Cc: [Peckins, Stacey FAS](#); jay.byrne@v-fluence.com; [Lubinsky, Pace \(FAS\)](#)
Subject: Re: anti-GMO crop biotech challenges with GLP and Jay Byrne
Date: Saturday, December 07, 2013 11:35:43 AM

Thanks Max.

Yes, I meant 2014...spring or early summer.

Looking forward to next steps, perhaps after the New Year.

Jon Entine

- Exec Director, Genetic Literacy Project: geneticliteracyproject.org
- Sr Fellow, Center for Health & Risk Communication, George Mason University
(513) 319-8388

On Dec 7, 2013, at 11:25 AM, "Holtzman, Max - OSEC" <Max.Holtzman@osec.usda.gov> wrote:

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