

Message

From: ROBINSON, CHELSEY K [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=██████████]
Sent: 5/15/2016 6:50:31 PM
To: SAMUEL, CHRISTOPHER [AG/1000] [/O=MONSANTO/OU=Ap-8042-01/cn=recipients/cn=██████████]; DUNCAN, MELISSA S [AG/1000] [/O=MONSANTO/OU=AP-5340-01/cn=RECIPIENTS/cn=██████████]; RAMARAJU, KRISHNA [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]; RYAN, CAMILLE D [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]; HOOD, AIMEE [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=██████████]; SACHS, ERIC S [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=██████████]; Ken Fields ██████████@fleishman.com]; JD Dobson ██████████@fleishman.com]; LORD, CHARLA MARIE [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]
Subject: FOIA strategy Moving forward
Attachments: ComprehensiveFOIAplan5.15.16.docx

All,

In preparation for tomorrow's meeting, please find the attached document that is a comprehensive view of our content and strategy thus far. I have added hyperlinks to move you through the document more easily, so I suggest we work from computers instead of paper documents as it is a large document, I do not recommend printing.

Thank you!

Contents

1. KEY CONTACTS AND BACKGROUND

- a. Activist approach
- b. Communication objectives
- c. Key audiences
- d. Approach Overview

2. PREVIOUS STATEMENTS AND RESPONSES

- a. General Responsive Media Statement
- b. Interactions with academics on outreach programs
 - i. Collaboration and sharing of resources
 - ii. David Shaw
 - iii. Bruce Chassy
 - iv. Nina Fedoroff
 - v. Eric Sachs
- c. Unrestricted Grants to Universities
 - i. Bruce Chassy and Kevin Folta
 - ii. Nina Fedoroff and David Shaw
 - iii. USak
 - iv. UC Davis
- d. Unrestricted Grants from our TD organizations
- e. Service Orders
- f. Expectation of Academics
- g. Disclosure of Grants
- h. Misinformation
 - i. Glyphosate as a desiccant / Seneff / Gluten allergy
 - ii. Discredit Bureau (response to opinions on Seralini)
- i. Reputation work
 - i. Our work with food companies

j. Misc. Q&A

3. ALLERGEN ONLINE RESPONSE PLAN

- a. Allergen Database Background
- b. Media Strategy
- c. Key Messages
- d. Media Statement
- e. Monsanto.com resources
- f. General Questions on Database
- g. Questions on Shift to ILSI/HESI
- h. Questions on Dr. Richard Goodman
- i. Misc. Questions

4. PROACTIVE PLAN & RESOURCES

- a. General Proactive Strategy
 - i. General Proactive Communications Materials
 - ii. Key Q&A
 - iii. Relevant Links
- b. Proactive Public Private Partnership Materials
 - i. Infographics and blogs/op-eds both by MON and industry partners
- c. Proactive Allergenicity Materials
 - i. Infographic and blog/op-eds – organized by MON distributed by GMOA
 - ii. HESI proactive approach and materials
- d. Proactive Training
 - i. Training for independent experts via GMOA
 - ii. Internal MON training, and partnership training on Smart Communications
- e. Transparency Audit and direction

5. USRTK ADDITIONAL BACKGROUND

- a. Carey Gillam Strategy/Approach

Chelsey Robinson
Global Content - Issues Preparedness and Engagement
Corporate Engagement

Monsanto Co.
800 N. Lindbergh
Creve Coeur MO 63167
Ph: [REDACTED]