

From: Val Giddings <lvg@outlook.com>
Sent time: 10/23/2014 12:01:07 PM
To: Folta, Kevin M.; DRAKE, LISA M AG/1085 <lisa.m.drake@monsanto.com>
Subject: RE: Colorado and Oregon labeling campaigns

there's a lot of completely counter intuitive black art in polling. it's enough to drive a scientist around the twist.

Lisa -- I have not yet heard back from Prakash. I suspect he may be teaching this AM or something. If I have not heard back by midafternoon I will call him.

V

From: kfolta@ufl.edu
To: lisa.m.drake@monsanto.com; lvg@outlook.com
Subject: RE: Colorado and Oregon labeling campaigns
Date: Thu, 23 Oct 2014 15:47:00 +0000

Well that's why I'm a science goof and not a pollster.

I'm glad to sign on to whatever you like, or write whatever you like. I saw Seidler's videos and the are 100% scare based. I'd be happy to write the op-ed on making decisions on facts. When someone says, "Agent Orange" you know they are trying to fool you.

Kevin

Kevin M. Folta
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"Don't tell me what can't be done. Tell me what needs to be done, and let me do it." - Norman Borlaug.

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From: DRAKE, LISA M [AG/1000] [lisa.m.drake@monsanto.com]
Sent: Thursday, October 23, 2014 11:38 AM
To: Folta, Kevin M.; Val Giddings
Subject: RE: Colorado and Oregon labeling campaigns

Doesn't poll as well as credible third party scientists....I know hard to believe but I have seen the poll results myself, and that is why the campaigns work the way they do....

From: Folta, Kevin M. [mailto:kfolta@ufl.edu]
Sent: Thursday, October 23, 2014 9:14 AM
To: Val Giddings; DRAKE, LISA M [AG/1000]
Subject: RE: Colorado and Oregon labeling campaigns

Val is right, we can't fight emotion with lists of scientists. It needs a connection to farming mothers.

There are a bunch of them out there...!

kf

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From: Val Giddings [lvj@outlook.com]
Sent: Thursday, October 23, 2014 10:31 AM
To: DRAKE, LISA M AG/1085; Folta, Kevin M.
Subject: RE: Colorado and Oregon labeling campaigns

Lisa -- I've been watching both OR & CO closely, and agree with you on the deterioration in the discourse and the effectiveness of the antis with their dishonest approach.

I am a little skeptical that a letter with a lot of scientist signatures will be enough to counter the flood of fearmongering, though.

IMHO what the situation requires is a suite of TV spots featuring attractive young women, preferably mommy farmers, explaining why biotech derived foods are the safest & greenest in the history of ag and worthy of support. I also think the dishonest fear mongering needs to be addressed directly and called out.

If something like this cannot be brought to happen, I fear these initiatives will pass, and then we'll be looking for a lot of litigation that will wind up before SCOTUS.

FYI, I was contacted a while back by Bethany Gravell of the No on 105 coalition, asking for help. She was delighted to have connected with me and promised her superiors would come back for more concrete conversations, but that hasn't happened.

As you know well, I'd be delighted to help. I know CO fairly well, and I know OR even better. I've spent a lot of time in OR, always had many friends there, and have personal family history in the state going back over a hundred years...

Best,

Val

lisa.m.drake@monsanto.com
To: lvj@outlook.com; kfolta@ufl.edu
Subject: Colorado and Oregon labeling campaigns
Date: Thu, 23 Oct 2014 14:16:34 +0000
Kevin and Val:

I don't know if you have been following the Colorado and Oregon labeling campaigns, but they are getting increasingly nasty and strident, attacking the safety of biotech seeds. Check out YouTube yes on 105 Colorado and yes on 92 Oregon. Of particular shamelessness are the ads featuring Ray Seidler and the one with mothers keeping their babies safe. The ads are hitting home in Oregon in particular, scaring people, who currently have ballots, into voting yes, not because they support labeling, but because they are afraid.

To me, the safety of GMOs has always been the primary target by these cynical anti-GM activists – and while they say these campaigns are all about right to know, their constant hammering about safety, and what is in our foods, and kids getting sick, is

driving votes. I have asked the campaign to consider a letter that will go out in a news release that I hope many scientists will sign onto, to refute these safety allegations, not to debate labeling. What are your thoughts on such an approach?

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