



LET NOTHING GO
WEEKLY REPORT

24/04/2017 – 28/04/2017

OVERVIEW OF THE WEEK

Germany

Key topics in the media:

- Predominant topic last week was Bayer's annual general meeting on Friday in Bonn, which was dominated by the controversial Bayer-Monsanto deal and provoked activists' protests in front of the building.
- ██████'s announcement of being confident about the re-admission of glyphosate in the EU and having a decision on this issue soon generated a lot of coverage, particularly among trade media.
- The story about pig farmer and blogger "██████" went through German media over several days. Farmer "██████", just like more and more farmers like him, uses Twitter and other social media as an exchange platform to create an honest dialogue with consumers by providing them with insights into their work and discuss critical topics such as glyphosate.
- Another topic of media interest was the alternative method of weed control via hot steam, which is increasingly being introduced in municipalities which have recently decided to ban the use of glyphosate on municipal areas.
- The BUND (German Federation for Environment and Nature Conservation) published a national bee action plan, which, however, did not receive much media resonance.
- Campact continued promoting the ECI via social media.

OVERVIEW OF THE WEEK

UK

Key topics in the media:

- Glyphosate headlines in the UK and Ireland have been dominated by the launch of a campaign in Ireland to garner signatures in favour of a ban on glyphosate. The campaign is coordinated by the activist group Uplift, and Monsanto is particularly targeted for having allegedly influenced scientific and political processes.
- Countering the campaign, ██████████ of the European Food Safety Authority has defended the authority's ruling and attacked politicians who've criticized it. Last week, his opinion was backed up by EU Commission President ██████████
- Finally, a letter from Colchester Green Party member ██████████, arguing in favour of a ban on glyphosate, was published in several local newspapers.

Main influencers were:

- ██████████, Executive Director, Uplift
- ██████████, Executive Director, European Food Safety Authority,
- ██████████ President, EU Commission

OVERVIEW OF THE WEEK

Spain

Key topics in the media:

- COPA-COCEGA have sent a letter to ██████ urging the European Commission to renew the authorization of the use of glyphosate in the EU for the next 15 years, after the positive scientist evaluation from the ECHA and the EFSA
- The Guadiana Hydrographic Confederation will carry out a superficial treatment with glyphosate in order to reduce the presence of the Mexican water lily in the urban section of the Guadiana River in Badajoz.
- The City Council of La Orotava (Tenerife) unanimously approved the motion presented by Unidos Sí Podemos (far left-wing political party) to ban the use of glyphosate in their weed control.

OVERVIEW OF THE WEEK

Italy

Key topics in the media:

- Event of Coldiretti Calabria (Local Branch of one of the most important Italian farmers association) presenting Zero Glyphosate production
- ██████████, EU Agriculture Commissioner, that claimed its support to glyphosate authorization renewal, based on the recent opinions of European agencies
- Local initiatives, such as meetings and motions presented to the local municipality to support the ban of glyphosate
- A trade media criticizing the pressure of non-experts such as media and social media in the glyphosate debate, comparing the case of Prosecco consortium, that banned glyphosate, mancozeb and folpet, and Trentino Region, that admitted dithianon on vines.
- Copa-Cogeca wrote a letter to Commission President ██████████ asking the EU executive to propose the renewal of glyphosate herbicide for 15 years as practice.

OVERVIEW OF THE WEEK

France

Key topics in the media:

- This week, media coverage was at low level about our issues. Indeed, media are focusing on the Presidential election and pesticide topics were not the focus.
- COPA-COGECA wrote to [REDACTED] in order to ask for a 15 year renewal of glyphosate.
- [REDACTED]'s defense of glyphosate in response to a letter by [REDACTED], [REDACTED], [REDACTED], and 26 other MEPs.
- [REDACTED], Minister of Agriculture in Belgium indicated in a press release that he will take measures to ban the glyphosate for gardeners.
- There was also a small amount of coverage on an old issue- the presence of glyphosate in tampons and diapers, due to the broadcast of a documentary on tampons.

OVERVIEW OF THE WEEK

The Netherlands

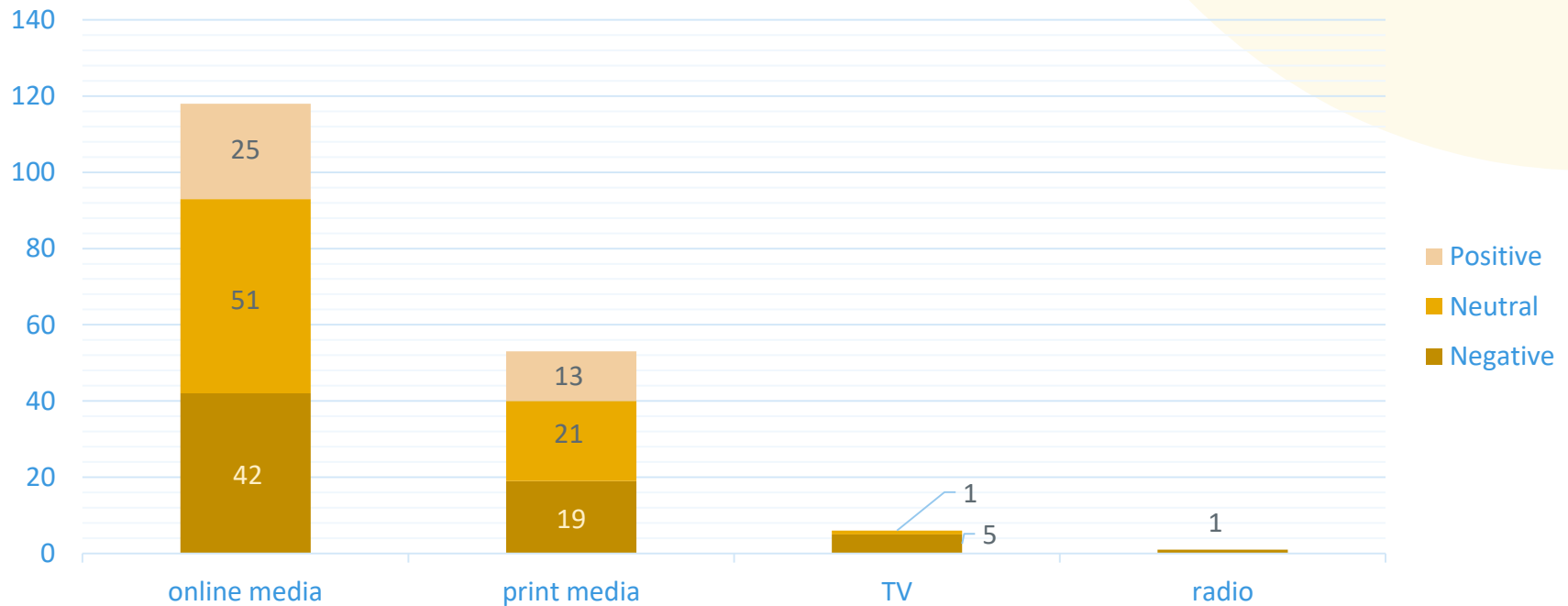
Key topics in the media:

- Several online media, most of which are Tier 2, reported on the accusations that were made in Belgium about Monsanto allegedly having falsified research results. Dutch media linked this news to a call by Social Democrats to the European Commission for an inquiry committee into Monsanto and the comments made by Flemish minister of Environment, Nature and Agriculture [REDACTED] on a ban of the use of glyphosate by individuals.
- Most Social Media posts from influential accounts were related to the same topic, with Dutch non-profit organization and watchdog foodwatch publishing several tweets regarding on the subject.

VOLUME OF CONVERSATION

SOURCE AND SENTIMENT BY COUNTRY

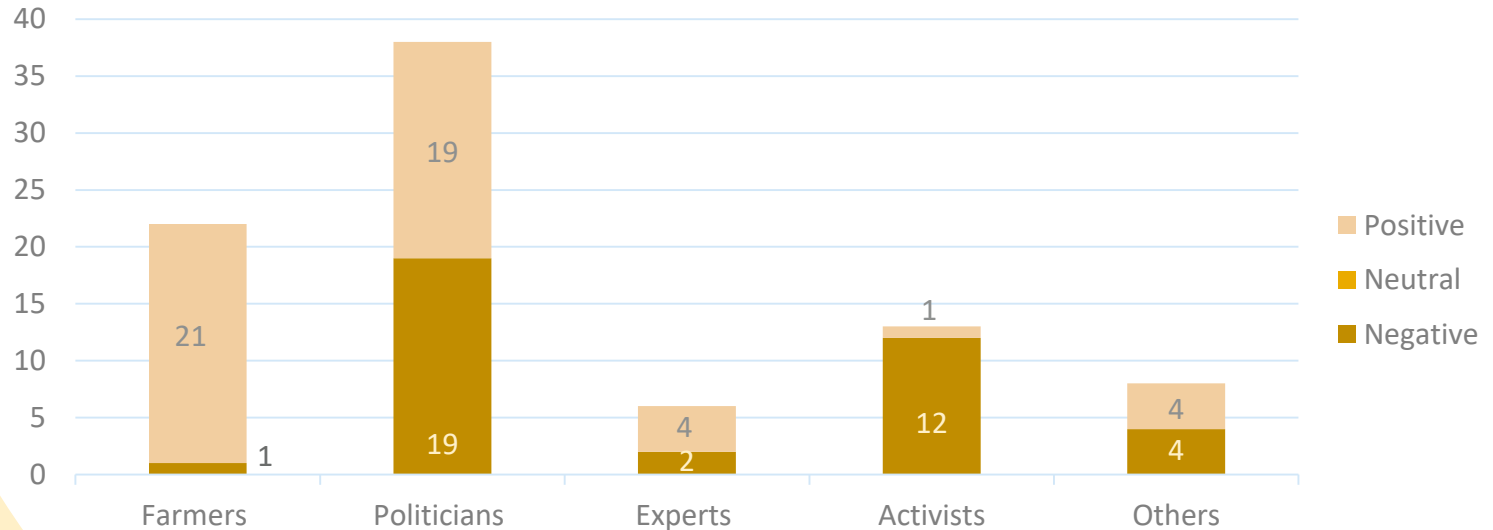
- In the course of last week, **178 articles** were reported.
- The updates came mainly from **online media** (118 articles) with dominant neutral tone: 43.2% neutral sentiment, 35.6% negative and 21.2% positive coverage.
- Media coverage in **print media** (53 articles) have also dominant neutral tone: 39.6% neutral sentiment, 35.8% negative and 24.5% positive coverage
- The sentiment of the news reported on **TV** (6 updates) are mostly negative, with only one neutral update.
- Last week, media coverage on the **radio** (1 update) was negative.



Share of voice

per country

- **87 influencer mentions** have been reported in the course of last week.
- The main category of which were **politicians** (28 mentions) with equal amount of negative and positive sentiment.
- The category of **farmers** has almost entirely positive sentiment (21 out of 22 mentions). [REDACTED], President of Coldiretti Calabria (farmers association) was reported with a negative tone.
- On the contrary, the **activists** segment was almost entirely negative (12 out of 13 mentions). Pesticide Safe Bristol Alliance was reported with positive sentiment.
- The **experts** took a mainly positive tone (4 out of 6 mentions).
- The category **“others”** includes equal amount of positive and negative sentiment. The association COPA-COGECA was reported with positive tone, while a journalist, a gardener, judges and a scientist [REDACTED] (PhD in Biochemistry) took negative tone.



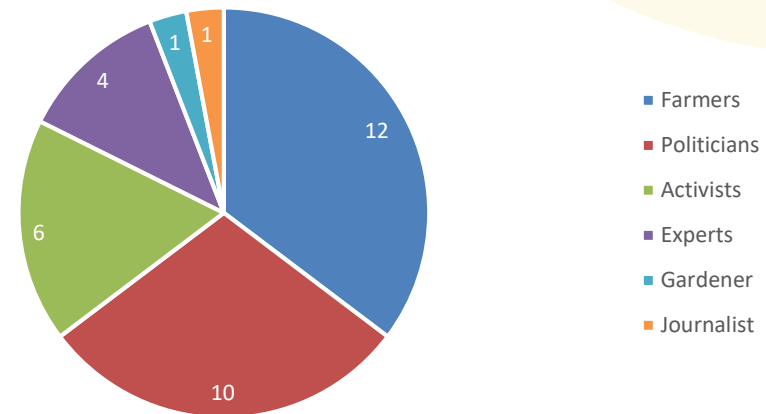
INFLUENCERS

BY COUNTRY

- Germany reported on 34 influencer mentions. Key mentions are listed below:

██████████ / ██████████, farmers' association	farmer	positive
██████████, BfR	expert	positive
Dr. ██████████, Toxicologist PAN	activist	negative
██████████, NABU	activist	negative
Prof. Dr. ██████████ (University of Bremen)	expert	negative
██████████, BUND	activist	negative
██████████	politician	positive
██████████	gardener	negative
██████████ (Green Party EP)	politician	negative
██████████ ("██████████")	farmer	positive
██████████, EFSA director	expert	positive
██████████ (Green Party EP)	politician	negative
██████████, BfR	expert	positive
██████████, Süddeutsche Zeitung	journalist	negative
██████████, Aurelia Foundation	activist	negative
Dr. ██████████, Eco-toxicologist NABU	activist	negative
██████████, BUND	activist	negative

Germany

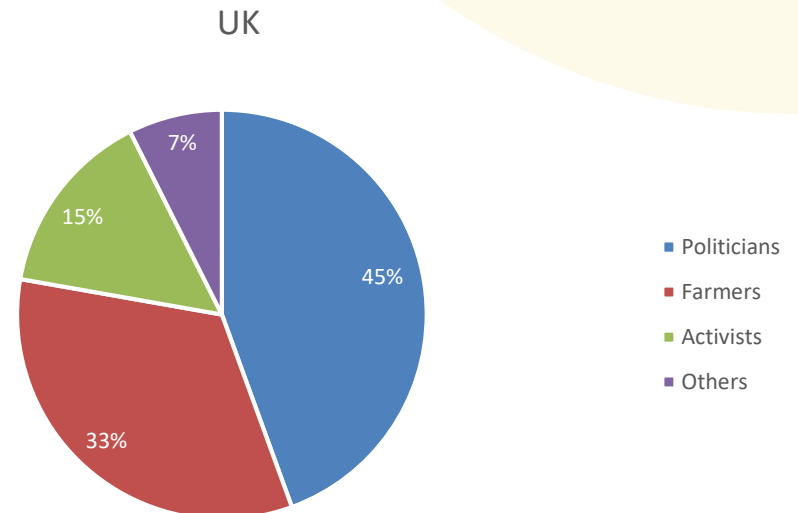


INFLUENCERS

BY COUNTRY

- **The UK** reported on 27 influencer mentions. Key mentions are listed below:

██████████, NFU Vice-President	farmer	positive
Pesticide Safe Bristol Camping	activist	positive
DUP MEP ██████████	politician	positive
██████████, Chair of NFU East Anglia	farmer	positive
██████████, Bournemouth Green Councilor & Councilor ██████████, cabinet member for cleaning and waste	politician	
██████████, local councilor	politician	negative
██████████, EU Farming Commissioner	politician	positive
██████████, NFU board member	farmer	positive
Judges	judges	negative
██████████, Uplift Executive Director	activist	negative
██████████, chief executive European Food Safety Authority	politician	positive
██████████, NFU Scotland President	farmer	positive
██████████, NFU's local county chairman	farmer	positive
██████████	/	positive
██████████, Uplift Executive Director	activist	negative
██████████, Colchester Green Party	politician	negative
██████████, Berwick MP	politician	positive
European Commission President ██████████	politician	positive
██████████		



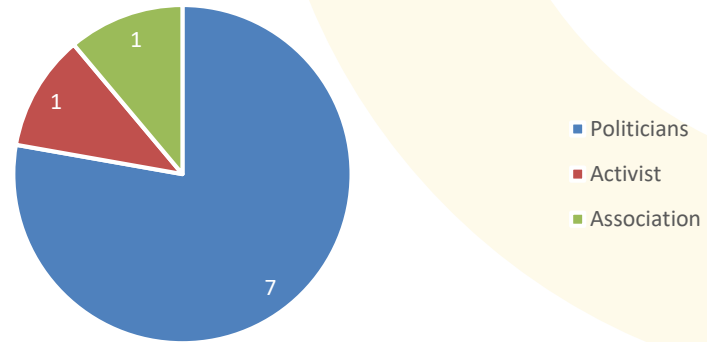
INFLUENCERS

BY COUNTRY

- **France** reported on 9 influencer mentions.
Key mentions are listed below:

██████████	activist	negative
██████████	politician	negative
██████████	politician	negative
██████████, General Secretary of COPA-COGECA	association	positive
██████████	politician	negative

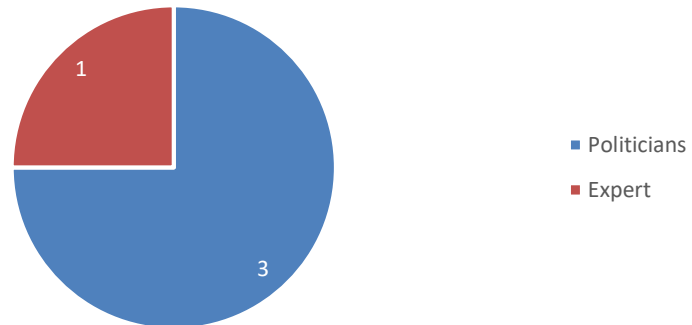
France



- **The Netherlands** reported on 4 influencer mentions.
Key mentions are listed below:

██████████	politician	negative
██████████	expert	positive
██████████ (Belgian)	politician	negative
██████████ (Belgian)	politician	negative

The Netherlands

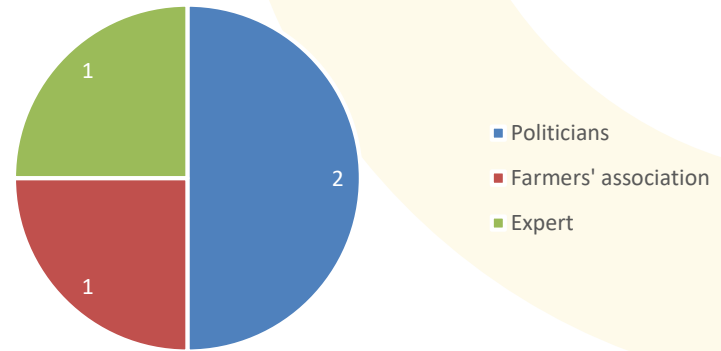


INFLUENCERS

BY COUNTRY

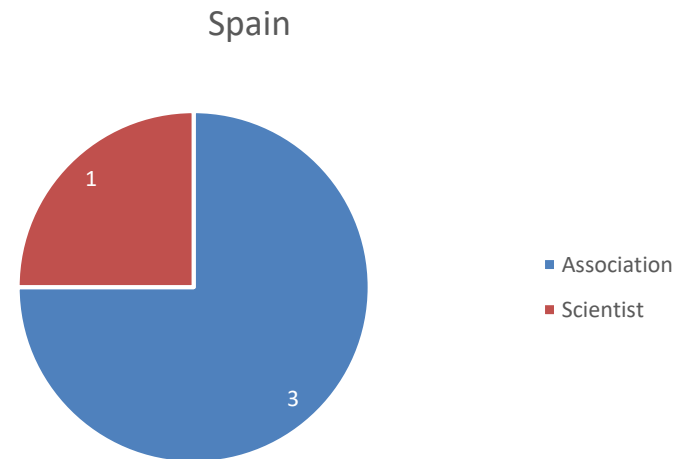
- Italy reported on 4 influencer mentions. Key mentions are listed below:

██████████, EU Agriculture Commissioner	politician	positive
██████████, INRA agro-ecology researcher and co-author of the study	expert	negative
██████████, President of Coldiretti Calabria	farmers' association	negative



- Spain reported on 4 influencer mentions. Key mentions are listed below:

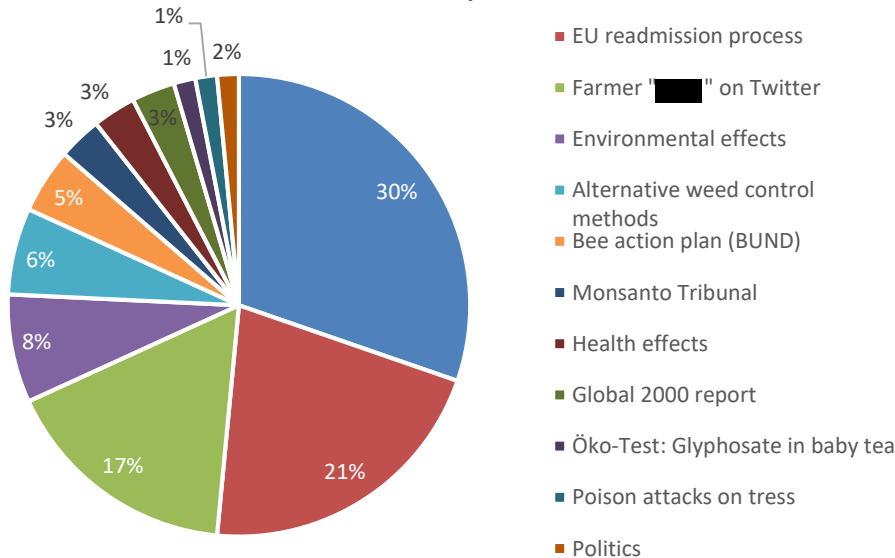
COPA-COCEGA	association	positive
██████████	PhD in Biochemistry	negative



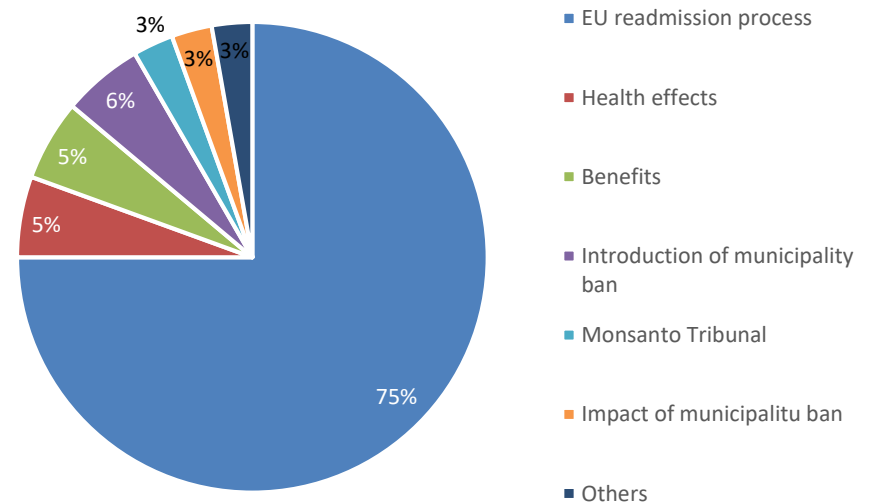
DOMINANT ISSUES BY MARKET

- Over the course of last week, the majority of coverage came from **Germany** (66 articles). The media touched upon news related to the Bayer-Monsanto acquisition and the Bayer general meeting in Bonn. Another key issue was the EU readmission process, Commissioner ██████ statement for glyphosate further admission and COPA-GOGECA demand for prolongation of the glyphosate admission for another 15 years. The German media also reported on a wide range of topics including the news for farmer "█████", alternative weed control methods, health effects (BfR consumer survey on the perception of health risks and health effects on Paraguay) and other.
- The UK** reported the second highest number of coverage (36 articles), mainly related to the EU readmission process, including news on the NFU's launch of its glyphosate campaign and Commissioner Hogan's support for a 10 year glyphosate re-approval.

Germany



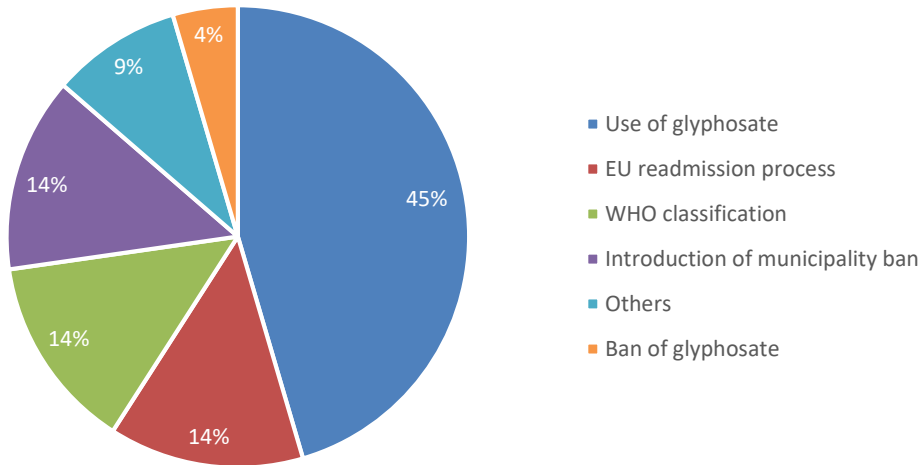
UK



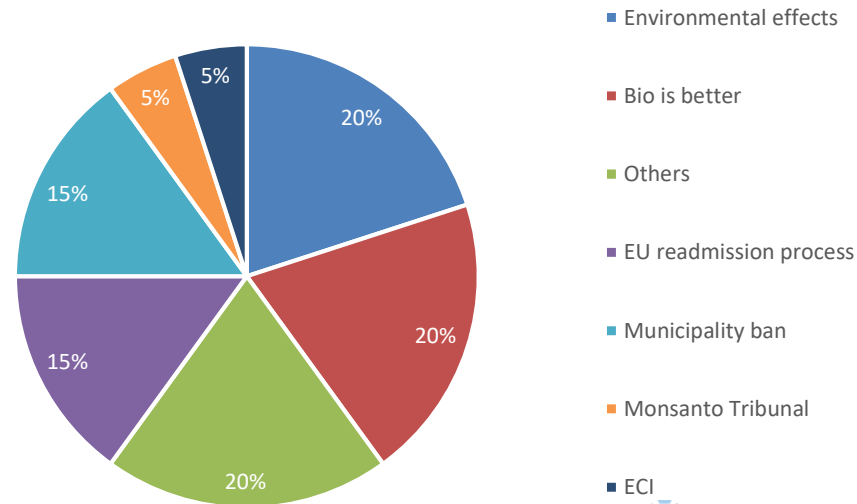
DOMINANT ISSUES BY MARKET

- Spain** reported on 22 articles. The key topics discussed in the Spanish media were related to the use of glyphosate in the National Park of Oyambre (Cantabria) and its use to control the Mexican water lily. News on the EU readmission process and the WHO classification of glyphosate as carcinogenic were also reported, as well as other articles related to the precautionary and news alleging that wheat can contain toxic herbicides such as glyphosate.
- Italy** reported on 20 articles. The dominant issues reported by Italian media were related to environmental effects of glyphosate including articles concerning the Graffignana company fined for using glyphosate. Another dominate topic over the course of last week was articles on bio and eco-friendly agricultural production, zero glyphosate productions and news that Calabria became the first “Green Region” of Italy.

Spain



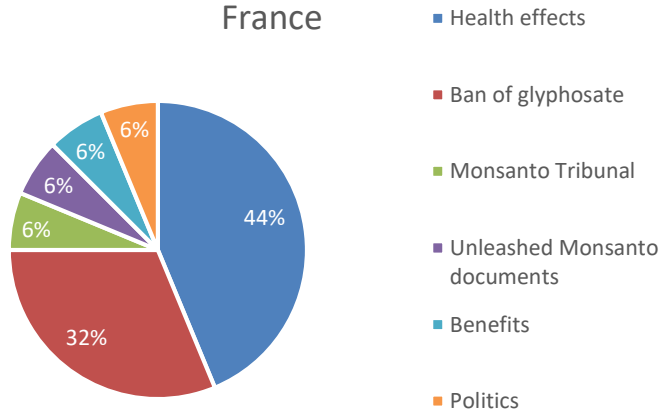
Italy



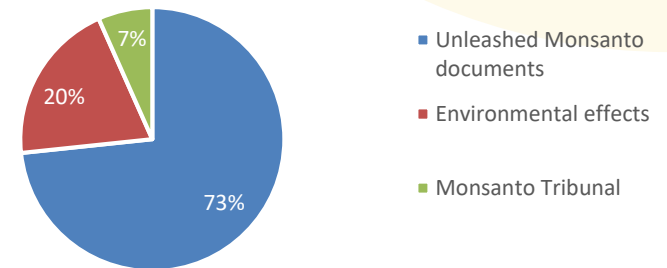
DOMINANT ISSUES BY MARKET

- **France** reported on 16 articles, the majority of which covering glyphosate and pesticides health effects and news on the Belgium ban of glyphosate.
- **The Netherlands** reported on 15 articles. Most of the reported media coverage concerns news on the unsealed internal Monsanto documents.
- **Poland** reported on 3 articles covering the news on Commissioner [REDACTED]'s statement supporting glyphosate renewal, the report "Buying science" and an article on "PiS Politicians: Poland should be free from GMOs".

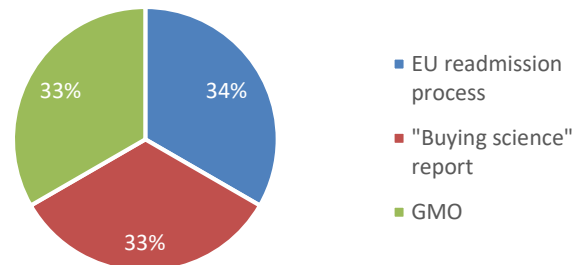
France



The Netherlands



Poland





THANK YOU