

From: [Phillips, Peter](#)
To: [SACHS, ERIC S \[AG/1000\]](#)
Subject: RE: URGENT Request
Date: Tuesday, September 09, 2014 9:59:00 AM

Will do today.

Peter W.B. Phillips, Ph.D.

Distinguished Professor and Graduate Chair, Johnson-Shoyama Graduate School of Public Policy
University of Saskatchewan
Room 146, 101 Diefenbaker Place
Saskatoon, Canada S7N 5B8

Tel: [REDACTED]

Fax: [REDACTED]

Websites:

JSGS: <http://www.schoolofpublicpolicy.sk.ca>

Personal: <http://peterwbphillips.org>

VALGEN: www.Valgen.ca

From: SACHS, ERIC S [AG/1000] [mailto:eric.s.sachs@monsanto.com]

Sent: Tuesday, September 09, 2014 8:19 AM

To: Phillips, Peter

Subject: URGENT Request

Hi Peter,

I am looking forward to our meeting tomorrow.

On a different topic, would it be possible for you to review the proposed edits on your brief on the costs of regulation and provide your approval? I can fill you in on more recent developments tomorrow, or whenever, but this project is on a stronger path now. [REDACTED] (Genetic Literacy Project) is now the primary outlet and he is building a merchandising plan with CMA.

Part of the strategy is to connect the author's "perspectives" from this series of briefs to the controversy about GM crops and food that we believe will be triggered in the coming weeks by the new NRC Panel report on GM crops. Next week is the first of two public hearings at the US NAS in Washington and a virtual who's who of the GM crop critics will be testifying.

Thanks,

Eric

From: [REDACTED]
Sent: Monday, September 08, 2014 11:48 AM
To: SACHS, ERIC S [AG/1000]
Cc: [REDACTED]
Subject: Quick Update

Just a quick update. We have approvals from all authors except Phillips and [REDACTED]. All approved briefs are currently being reformatted.

Spoke with [REDACTED] this morning about the roll out. He is talking with his website guru, but the plan is have a special section for the briefs on the site. He'll have a teaser on the front page that will lead people to the special section. Once there, the articles will be posted one per week for 6 weeks. Jon will develop lead-in verbiage that will position the series. He will also have a short lead-in paragraph to each brief. There will also be a thumbnail of the .pdf that readers can click on and download the formatted version. He'll be working to get this all in place this week, and is planning to join us on this Thursday's regular call to talk through it.

Lastly, can you please send me any information on the panel that we discussed? That will help shape the ongoing merchandising plan.

Thanks. Let me know if you have any questions. Otherwise, we'll talk Thursday a.m.

[REDACTED]

[REDACTED]

[REDACTED]



[REDACTED]

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