

June 22, 1981

Mr. Dick Foell
Product Manager, Herbicides
CHEVRON CHEMICAL COMPANY
575 Market Street
San Francisco, California 94105

Dear Dick:

Re: ADDITION OF EMETIC TO PARAQUAT

Per your request, I contacted Loren Stelzer to learn more about Chevron's plans to add an emetic agent to Paraquat. He said he expects approval of this additive by EPA and/or FDA within a month or two, but it would be quite some time, possibly six months, before the additive begins to appear in Paraquat supplies at the retail level.

Dr. Stelzer believes we should "low-key" any announcement of the addition of the emetic. He points out that we cannot say that Paraquat is safer with the emetic, because the product is still highly toxic if ingested -- perhaps less lethal than before, but still very hazardous.


He is concerned that by promoting the emetic, customers may become less careful about proper storage procedures.

Still, I believe that the addition of the emetic should be made known to the agricultural industry. It points out something positive that Chevron has done to make the product less hazardous, and it also gives us an opportunity to remind users that even with the emetic added, Paraquat should still be handled and stored with extreme care.

Our recommendation, then, would be to prepare a news release announcing federal approval of the emetic addition. This would be sent only to agricultural publications -- magazines which reach those who use or sell large volumes of the product -- dealers, distributors, ground and air applicators, consultants and university/Extension advisors. We also would run a news item on the emetic in the next issue of Ortho Update. We don't recommend sending the release to the general farm press, as we don't see what would be gained by doing so.

If you concur with this recommendation, please let me know and we will draft a short release for your review and approval.

Cordially,


Robert Rice



P.O. BOX 7420
CARMEL, CALIFORNIA 93921
(408) 625-2535

NEW YORK, NEW YORK
CHICAGO, ILLINOIS
CARMEL, CALIFORNIA