

**FH Glyphosate Campaign Weekly Intelligence Report**  
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**Dashboard**

- Current campaign team EFT of **39.5** (*addition to MON staff; slight increase to reflect Publicis in France and .5 additional staff in Brussels*)
  - Twenty one active employees in FH country level teams in Brussels (5.5), France (4.5), Germany (3.5), Italy (3), UK (3.5) and Poland (1)
  - Two and a half EFT employees from Llorente & Cuenca in Spain
  - Nine EFT Red Flag employees across grassroots (5) and climate change (4). An additional Red Flag employee is expected to join to support grassroots by the end of the year.
  - Seven core EFT Lincoln employees managing grassroots campaigns
- In addition to campaign team, **56** trained operatives are supporting the on-site recruiting process for grassroots
- **15,789** prospects acquired (as of 6:00 p.m. CET 11<sup>th</sup> November). Web sites (vehicles) have been registered and are being developed (in private mode):

	Number of Events	Number of Prospects	Vehicle
France	4	3,674	<i>agricultureetliberte.fr</i>
Germany	4	1,459	<i>raumfurlandwirtschaft.de</i>
Italy	4	3,266	<i>libertadicoltivare.it</i>
Netherlands	3	786	<i>n/a</i>
Poland	3	1,377	<i>rolnictwodobrejpraktyki.pl</i>
Romania	1	1,879	<i>n/a</i>
Spain	2	1,061	<i>libertadparacultivar.org</i>
UK	7	2,287	<i>freetofarm.co.uk</i>
<b>Total</b>	<b>28</b>	<b>15,789</b>	

- **370** decision makers and influencer (targets) identified in France, Germany, Italy, UK, Poland and Spain. This increased by four targets from last week due to additions in Italy and Spain. Targets for the Netherlands and Brussels/EU will be added in December.

Country	Number of Targets	Targets Engaged to Date
France	74	TBC –discussing with Publicis
Germany	76	49
Italy	30	18
Poland	72	9
Spain	80	26
UK	38	7
<b>Total</b>	<b>370</b>	

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**Week Overview**

- Focus last week was on **country report development**, in advance of meetings in Brussels the week of 12<sup>th</sup> December. A productive in person campaign visit was held with the Spain (Llorente & Cuenca) team in Madrid on Wednesday, 7<sup>th</sup> December.
- In the past week (**5-11 December**), Lincoln processed **453 new sign-ups at three events** in Germany and Italy. Grassroots activity per country and event can be tracked via the ‘Abe’ dashboard here: [www.lincolnabe.com](http://www.lincolnabe.com).\*
- Lincoln/Red Flag is continuing to work on the compilation of a database of ‘VIP advocates’ – prominent third party advocates who would be willing to support the campaign. They are working with Monsanto and FH teams in-market to identify contacts from stakeholder groups including traditional farmers, conservation farmers, municipal contractors, scientists, etc. This group will complement the broader grassroots database.
- Monsanto attended the [ECHA RAC hearing](#) in Helsinki on 7<sup>th</sup> December, during which ██████████ presented on behalf of the GTF. Presentations were also given by the Bfr and the German Federal Institute for Occupational Safety and Health (BAuA) as the dossier submitter, the European Food Safety Authority (EFSA), the International Agency for Research on Cancer (IARC), the joint FAO/WHO meeting on pesticide residues (JMPR) and a representative of civil society (Health And Environmental Alliance, HEAL). The chair of RAC was very complementary of the GTF presentation, and the general feeling was that glyphosate doesn’t necessarily merit classification as a carcinogen. However, ██████████ (presenting on behalf of HEAL), made some statements against glyphosate that left some with questions. The next RAC meeting is scheduled for March.

**Political Intelligence**

Country	Market Intelligence
France	<ul style="list-style-type: none"> <li>• During an interview with a political TV show on 8<sup>th</sup> December, ██████████, candidate of left wing for the Primaries, expressed that he wants to ban endocrine disrupters, underlining that they are present in pesticides.</li> <li>• Presidential election candidate ██████████ was also interviewed by ██████████ on 8<sup>th</sup> December by famous political radio show RMC. When speaking about international trade relations, he asserted himself against the hegemony of the American merger Bayer-Monsanto. Even though he did not specifically mention pesticides, the interview gave some information about the positioning of the candidate.</li> </ul>
Germany	<ul style="list-style-type: none"> <li>• Speculation for a “black-green” alliance between Chancellor ██████████ centre-right Christian Democratic Union (CDU) and the environmentalist Green party is growing.</li> <li>• Intelligence by FH at the party convention clearly suggests i) a strong urge from the CDU to form a coalition with the Green Party and ii) that Glyphosate would not become an issue to “fight about” during potential coalition negotiations.</li> </ul>

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	<ul style="list-style-type: none"> <li>The Social Democratic Party (SPD) election program states there should be <b>no ban of glyphosate</b>. It also includes clear statements about the importance of modern and ecological farming.</li> <li>The CDU election program states a clear commitment in favor of glyphosate, however as stated above, a [REDACTED] power play (realpolitik – principles based on practical rather than moral or ideological considerations) could offset this.</li> </ul>
<b>Italy</b>	<ul style="list-style-type: none"> <li>The political landscape continues to change following the ‘No’ result of the National Constitutional Referendum on 4<sup>th</sup> December:             <ul style="list-style-type: none"> <li>On Sunday 11<sup>th</sup> December, the President of the Republic [REDACTED] designated Mr [REDACTED] (Minister of Foreign Affairs and member of the PD political party) to form a ne <i>*Password to view ‘Abe’ dashboard: [REDACTED]</i></li> <li>On Monday 12<sup>th</sup> December, Mr. [REDACTED] began consultations with parties, in order to form the new Executive. Shortly the composition of the new Government will be announced.</li> <li>Mr. [REDACTED] has confirmed that his work will fit “within the framework of the Government and of the outgoing majority.”</li> </ul> </li> </ul>
<b>Poland</b>	<ul style="list-style-type: none"> <li>Minister of Agriculture is under political pressure from shadow cabinet. Shadow cabinet organized a press conference to criticize the Minister on the national horse-breeding programme, and a new “soil” act which was described as an attack on private equity.</li> </ul>
<b>Spain</b>	<ul style="list-style-type: none"> <li>A reliable information source indicates Climate Change is going to be “the” key driver for next review of the European Common Agricultural Policy (CAP), confirming the team’s strategic approach developed for GLY renewal advocacy (Climate Change &gt; Conservation Ag &gt; GLY as an essential tool).</li> <li>The team is expecting to have confirmation from COAG farmer association (close to the far-left party Podemos) on 14<sup>th</sup> December of their willingness to join the campaign in support of GLY.</li> </ul>
<b>UK</b>	<ul style="list-style-type: none"> <li>In a private think tank seminar attended by FHF, environmental network Friends of the Earth called for regulatory equivalence when UK leaves the EU (<i>i.e. the UK should fall in line with the regulatory regime that applies in the EU</i>). This is based on the assumption however, that the EU operates precautionary principle. Friends of the Earth may also be counting on the EU not approving glyphosate.</li> <li>In the same seminar, [REDACTED] (senior back bench Conservative MP) agreed with a level regulatory playing field (different regulatory regimes limit market access) but then contradicted this position by saying it would be fine if the UK voted to keep glyphosate and the EU voted to ban it.</li> <li>Speaking at a Chatham House think tank event, Farming Minister [REDACTED] said “new UK farm policy should dovetail husbandry with best modern technology”. This could be a supportive signal for conservation agriculture.</li> </ul>

**ECHA**

- [REDACTED] presented at the ECHA RAC hearing in Helsinki on 7<sup>th</sup> December on behalf of the GTF. Presentations were also given by the German Federal Institute for Occupational Safety and Health (BAuA) as the dossier submitter, the European Food Safety Authority (EFSA), the International Agency for

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Research on Cancer (IARC), the joint FAO/WHO meeting on pesticide residues (JMPR) and a representative of civil society (Health And Environmental Alliance, HEAL). The RAC has posted these presentations online: <https://echa.europa.eu/-/the-committee-for-risk-assessment-starts-discussing-the-harmonised-classification-for-glyphosate>

- Note, ██████████ presented on behalf of HEAL, and stated that glyphosate should be classified as a carcinogen, which left some with questions. The GTF will help address this by country visits and submitting complementary information when necessary.
- Participants from the 7<sup>th</sup> December hearing were also invited to participate in a brief video interview about the regulatory process, which ECHA could share via its internal and external communication channels. ██████████ participated as a spokesperson for the GTF, and ██████████ on behalf of ECPA. These videos have not yet been posted online.
- The RAC will continue discussing the topic at its next meeting in March 2017 and the final independent scientific opinion regarding the proposed harmonised classification for glyphosate can be expected during 2017. The legal deadline for RAC to adopt its opinion is the end of November 2017.

**Country Updates**

**France**

- **Grassroots:** No grassroots events were attended in France last week. Current number of grassroots prospects in France is 3,674.
- **Research Update:** The team met with Deloitte/MicroEconomix and IPSOS to progress research proposals. IPSOS has agreed to conduct an economic impact study on behalf of Monsanto or the GTF, and Deloitte is proposing research which could be commissioned by a partner such as APAD (to be confirmed). The team will present the proposals in Brussels on 13<sup>th</sup> December.

**Germany**

- **Grassroots:** 362 new prospects were recruited at the GreenLive event last week, a Dutch-German trade fair for agriculture and horticulture. The current number of prospects in Germany is 1,459.

Events (4-11 December)	Prospects Recruited	Feedback
GreenLive	362	This event was well-attended by knowledgeable and interested attendees. This resulted in a good crop of prospects, which included a few videos.
Pferd & Jagd	0	Despite many attempts we were unable to book a booth at this event, but decided to send staff to profile the audience and do some modest recruitment on the outskirts. The event was not a successful opportunity to recruit prospects, so after one day we decided to end the effort.

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- **Grasstops:** Two meetings to report over the past week:

Meetings	Outcomes
<ul style="list-style-type: none"> <li>• Meeting with the GKB on 6<sup>th</sup> December</li> </ul>	<ul style="list-style-type: none"> <li>• Reviewed GKB event in November in the DPG (German Physical Society – world’s largest organization of physicists) in Berlin, and aligned on next steps related to a panel discussion with MPs and farmers in March 2017. The team also discussed the possibility of reaching out to local MPs and potential media engagement.</li> </ul>
<ul style="list-style-type: none"> <li>• Meeting with the AGG/GTF on 7<sup>th</sup> December</li> </ul>	<ul style="list-style-type: none"> <li>• Alignment on overall strategy, grassroots engagement and overall support from the GKB.</li> </ul>

- **Research Update:** A follow up meeting with Kleffmann and the Poland team is scheduled for 16<sup>th</sup> December to discuss economic impact research.

**Italy**

- **Grassroots:** One event over the last week resulted in 154 new prospects. Current total of grassroots prospects in Italy is 3,266.

Events (4-11 December)	Prospects Recruited	Feedback
La Fiera Internazionale Dell’Agricoltura	154	So far this event has been poorly attended, possibly due to cold weather. Most attendees seem to be families not interested in the subject. However, those that were interested were willing to sit down and write letters (17) which is a positive sign.

- **Grasstops:** Engaged three targets over the last week:

Meetings	Outcomes
<ul style="list-style-type: none"> <li>• Meeting with ██████████, ██████████ of Aigacos (no tillage association) on 22<sup>nd</sup> November</li> </ul>	<ul style="list-style-type: none"> <li>• Aigacos is interested in hosting an event about glyphosate and no tillage on 20<sup>th</sup> January</li> </ul>
<ul style="list-style-type: none"> <li>• Call with Dow and ADAMA for coalition building to discuss glyphosate background</li> </ul>	<ul style="list-style-type: none"> <li>• On board to support GLY issue. The team will evaluate how to involve Agrofarma (industry association)</li> </ul>

- **Research Update:** The team is preparing proposals for two studies. The first is an economic impact study, which will be commissioned with a university partner. The second is a farmer questionnaire being prepared in partnership with Agri2000.

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**The Netherlands**

- **Grassroots:** No grassroots were attended in the Netherlands last week. Currently the team has 738 prospects in the market, and next week the team will be attending *Noord-Nederlandse Landbouwbeurs* on 13<sup>th</sup> December. 25,000 attendees are expected to attend over four days.
- Next steps for the campaign in the Netherlands will be reviewed in 2017.

**Poland**

- **Grassroots:** No grassroots events were attended last week. Current total of grassroots prospects in Poland is 1,377.
- **Grasstops:** Three engagements with targets over the last week, including:

Meetings	Outcomes
<ul style="list-style-type: none"> <li>• Meeting with National Federation of Agriculture Producers on 12<sup>th</sup> December</li> <li>• Meeting with National Association of Rape Seed Producers on 12<sup>th</sup> December</li> <li>• Telephone conversation with Ciech (local glyphosate producer) on 8<sup>th</sup> December</li> </ul>	<ul style="list-style-type: none"> <li>• Organizations are eager to support campaign objectives and join the campaign.</li> <li>• National Association of Rape Seed Producers will advocate for glyphosate offline during the meetings with beekeepers associations.</li> <li>• National Federation of Agriculture Producers would like to be engaged on Brussels level and could advocate in favour of glyphosate on COPA.</li> <li>• Ciech refused to join the campaign. Their interest in glyphosate is low, they are focusing on other products.</li> </ul>

- **Research Update:** Teleconference with Kleffmann scheduled for the week of 12<sup>th</sup> December to discuss economic impact study (joint effort with team in Germany).

**Spain**

- **Grassroots:** No grassroots events were attended in Spain last week. Current total of grassroots prospects in Spain is 1,061.
- **Grasstops:** One meeting held last week with the Spanish Conservation Agriculture Association (AEAC/SV):

Meetings	Outcomes
<ul style="list-style-type: none"> <li>• Follow up telephone meeting between ██████ (MON) and the Spanish Conservation Agriculture Association (AEAC/SV) on 5<sup>th</sup> December regarding the economic impact study</li> </ul>	<ul style="list-style-type: none"> <li>• During the meeting, both MON and AEAC/SV agreed on the report's content (index/main chapters to include), the work plan and its review process. AEAC/SV's part of the report is expected to be finished by the end of December.</li> </ul>

- **Research Update:** The team is currently progressing multiple pieces of research, including:

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- **Socio-Economic impact:** The team has three proposals from different consultancy firms to conduct a socio-economic impact study in partnership with AEAC/SV (Conservation agriculture association). The study would be conducted by either PwC, AFI or LL&C's Economic Context Area. Pending further discussions, PwC looks to be the current preference. Two reports will be generated from the research, including i) AEAC/SV Focus: carbon sequestration, GHG emissions reduction and ii) PwC macro socio-economic impact at national level.
- **Local/Political Polling:** The team is working with AEPLA to develop a questionnaire regarding the opinions of glyphosate.

**UK**

- No grassroots attended in the UK last week. Current total number of prospects in the UK is 2,236.
- **Research Update:** The team has approached Oxford Economics and the CEBR for proposals to conduct an economic impact study. Oxford Economics will be responding to tender on 12<sup>th</sup> December.

**Climate Change**

- Supported APAD attendance at EU Agriculture Outlook conference, including participation in a panel with Climate Commissioner (Cañete) and DG AGRI reps. Presentation was well received, including follow-up engagements with DG AGRI and JRC Secretaries General.
- Briefed EurActiv (publication expected week of 19<sup>th</sup> December), and further coverage in Poland.
- Work on building relationships with Conservation Agriculture champions in each market is ongoing.
- **Research:** The climate change research is progressing well, and following an introductory call with MON technical/regulatory teams, Red Flag is introducing the research partner, LMC, to leading European CA authorities. Red Flag is also working to resolve issues in the relationship with APAD/GCAN while simultaneously exploring opportunities with ECAF.
- **Political engagement:** In co-ordination with the in-market teams, letters on CA and climate will be addressed to policy officials in relevant Departments. Submissions are being prepared with the CA groups for the CAP reform consultation, which will begin in January.

**Information Hub**

- Specialist has progressed content for the Info Hub site for review. They will present the latest content in Brussels on 14<sup>th</sup> December.

**Anticipated Issues**

- **France:** A union group called *Confédération Paysanne* is planning a demonstration during an inauguration of new equipment at the Monsanto Trèbes site (located in the south of France) on 14<sup>th</sup> December. The event will be maintained and FH confirmed there will be six to eight journalists attending (6 regional / 2 national). FH has prepared a statement in case the demonstration relates to glyphosate.

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- **Italy:** The team is currently planning to attend a farmer fair called Fiera Internazionale dell’Agricoltura (10 - 12 December), during which Monsanto will be hosting a conference (12 December) about precision farming and the AquaTEK project. The main Italian grower category Association (Coldiretti) decided not to participate in the fair due to Monsanto’s presence. The team had a call with [REDACTED], [REDACTED], and [REDACTED] in order to share a strategy on how to proceed on this matter. We defined some key aspects to develop together in order to provide our best support and to be aligned on the next steps, including a media approach and logistics to proceed with during the event.
- **UK:** Understanding current progress made by existing pro-glyphosate campaigners will be key to refining briefing materials and engaging with external targets. The team is currently discussing with Monsanto.

-- ENDS --