

From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Hi Margaret, per our call earlier, here is an updated version:

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids are a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and pledged an additional \$10 million investment by 2020.”

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 06, 2017 8:07 AM
To: Sean Smith (b) (6)@porternovelli.com>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: Re: NHB Issues Management News Monitoring 10.5.17

Good morning Sean,
Thank you so much for sending the statement. Jill Clark our board chair was emailing last night wondering if we had seen the story. She was very impressed with your proactive approach. Thanks for making me look good!

Just a couple of thoughts in red on the statement below.

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use (b)(5) DPP

when foraging for food. (b)(5) DPP
[Redacted text block]

Let me know your thoughts. Thanks!

From: Sean Smith <(b) (6)@porternovelli.com>
Date: Thursday, October 5, 2017 at 8:54 PM

To: Margaret Lombard <(b) (6)@nhb.org>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: RE: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard <(b) (6)@nhb.org>

Hi Margaret,

Below is our recommended language. We'll keep an eye out for coverage tomorrow—this one worries us. Will flag any coverage we see.

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use (b)(5) DPP when foraging for food. (b)(5) DPP

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Thursday, October 05, 2017 3:23 PM
To: Sean Smith <(b) (6)@porternovelli.com>
Subject: Re: NHB Issues Management News Monitoring 10.5.17

Great – thank you!

From: Sean Smith (b) (6)@porternovelli.com>
Date: Thursday, October 5, 2017 at 2:33 PM
To: Margaret Lombard <(b) (6)@nhb.org>
Subject: FW: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard <(b) (6)@nhb.org>

Hi Margaret. Wanted to call your attention to the first story in this report. We will write up some messaging. I can't imagine we won't be asked about it at some point.

From: Kylie Banks
Sent: Thursday, October 05, 2017 1:31 PM
To: Margaret Lombard <(b) (6)@nhb.org>; Sean Smith (b) (6)@porternovelli.com>; Linda Martin (b) (6)@na.porternovelli.com>
Cc: Jimmy Szczepanek (b) (6)@porternovelli.com>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson (b) (6)@porternovelli.com>
Subject: NHB Issues Management News Monitoring 10.5.17

Hi all,

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks,
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

[Bad news for bees: three-quarters of all honey on Earth has pesticides in it](#)

Alessandra Potenza, The Verge

10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, "there's almost no safe place for a bee to exist." Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science](#), [Science News](#), [New Scientist](#)

[Pesticide targeted in bid to preserve dwindling bee colonies](#)

Andy Metzger, *The Metro West Daily News* online

10/4/2017

Beekeepers, scientists and horticulturalists swarmed lawmakers Tuesday, bearing studies, anecdotes and dire warnings that a popular pesticide is killing off pollinators essential to the food supply, but a farm group warned their proposed cure might lead to worse outcomes for the bees. Legislation (H 2113) filed by Dykema would require people to be licensed or certified to use neonicotinoids. She said Maryland and Connecticut have passed legislation to restrict neonicotinoids and major retailers are limiting access to those products, too.

[Germs in the kitchen: Salmonella better known than Campylobacter](#)

Science Daily

10/5/2017

It is shown repeatedly that the general public is largely unaware of important consumer health protection topics, such as pyrrolizidine alkaloids in teas and honey, or wrongly classifies them as being of no concern, such as food hygiene in private households. A new question in the latest Consumer Monitor concerned awareness of several pathogens in the food sector. Accordingly, 95

percent of respondents know about Salmonella as opposed to only 22 percent who know about Campylobacter, even though the latter can also result in a foodborne disease known as campylobacteriosis.

[Growing concern over the health of Oregon's bee population](#)

WTKR.com

10/5/2017

Around the country, bees have been disappearing in alarming numbers, and there is a growing concern about the health of pollinators, and the same concerns are present in Oregon. A series of high-profile bee die-offs in 2013 were linked to pesticides improperly applied to shade trees in Wilsonville and Hillsboro, and brought the health of local pollinators into the forefront.

National Honey Board Mention:

[BeesVita Plus Unveils Scientific Breakthrough for Honey Bees](#)

Markets Insider

10/5/2017

The average retail price of American honey in August 2017 was \$7.26 per pound compared to \$3.83 in August 2006, according to the U.S. **National Honey Board**.

KYLIE BANKS

Account Executive

D (b) (6)

M (b) (6)

(b) (6) [@porternovelli.com](mailto:(b) (6)@porternovelli.com)

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From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Sure. Linda would like us to change this line to:

(b)(5) DPP

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 06, 2017 12:15 PM
To: Sean Smith <(b) (6)@porternovelli.com>
Cc: Linda Martin (b) (6)@na.porternovelli.com>
Subject: Fwd: NHB Issues Management News Monitoring 10.5.17

One small edit. See below.

Margaret Lombard
CEO National Honey Board

From: Coleman, Sue - AMS <Sue.Coleman@ams.usda.gov>
Sent: Friday, October 6, 2017 12:12:12 PM
To: Margaret Lombard
Cc: Patricia A. Petrella
Subject: RE: NHB Issues Management News Monitoring 10.5.17

Could you modify (b)(5) DPP

(b)(5) DPP

Sue Coleman, Marketing Specialist
United States Department of Agriculture
Agricultural Marketing Service – Promotion & Economic Division
Phone: 202-378-2569
Cell: (b) (6)

From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Friday, October 6, 2017 11:59 AM
To: Coleman, Sue - AMS <Sue.Coleman@ams.usda.gov>
Cc: Petrella, Patricia - AMS <Patricia.Petrella@ams.usda.gov>
Subject: Fwd: NHB Issues Management News Monitoring 10.5.17

Hi Sue,

We have had some negative stories running this week about pesticides and honey. See stories linked at the end of this email. Here is a statement we would like approval on ASAP.

Thanks!

Margaret Lombard
CEO National Honey Board

From: Sean Smith (b) (6) <[REDACTED]@porternovelli.com>
Sent: Friday, October 6, 2017 11:27 AM
Subject: RE: NHB Issues Management News Monitoring 10.5.17
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>
Cc: Linda Martin (b) (6) <[REDACTED]@na.porternovelli.com>

Hi Margaret, per our call earlier, here is an updated version:

“We understand the concerns people have about honey and pesticides. Honey is one of nature’s purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids are a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and pledged an additional \$10 million investment by 2020.”

From: Sean Smith (b) (6) <[REDACTED]@porternovelli.com>
Date: Thursday, October 5, 2017 at 2:33 PM
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>
Subject: FW: NHB Issues Management News Monitoring 10.5.17
Resent-From: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>

Hi Margaret. Wanted to call your attention to the first story in this report. We will write up some messaging. I can’t imagine we won’t be asked about it at some point.

From: Kylie Banks
Sent: Thursday, October 05, 2017 1:31 PM
To: Margaret Lombard (b) (6) <[REDACTED]@nhb.org>; Sean Smith (b) (6) <[REDACTED]@porternovelli.com>; Linda Martin <[REDACTED]@na.porternovelli.com>
Cc: Jimmy Szczepanek (b) (6) <[REDACTED]@porternovelli.com>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson (b) (6) <[REDACTED]@porternovelli.com>
Subject: NHB Issues Management News Monitoring 10.5.17

Hi all,

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks,
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

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Alessandra Potenza, The Verge
10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, "there's almost no safe place for a bee to exist." Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science](#), [Science News](#), [New Scientist](#)

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Andy Metzger, *The Metro West Daily News* online
10/4/2017

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10/5/2017

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protection topics, such as pyrrolizidine alkaloids in teas and honey, or wrongly classifies them as being of no concern, such as food hygiene in private households. A new question in the latest Consumer Monitor concerned awareness of several pathogens in the food sector. Accordingly, 95 percent of respondents know about Salmonella as opposed to only 22 percent who know about Campylobacter, even though the latter can also result in a foodborne disease known as campylobacteriosis.

[Growing concern over the health of Oregon's bee population](#)

[WTKR.com](#)

10/5/2017

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National Honey Board Mention:

[BeesVita Plus Unveils Scientific Breakthrough for Honey Bees](#)

Markets Insider

10/5/2017

The average retail price of American honey in August 2017 was \$7.26 per pound compared to \$3.83 in August 2006, according to the U.S. **National Honey Board**.

KYLIEBANKS

Account Executive

D (b) (6)

M (b) (6)

(b) (6) [@porternovelli.com](#)

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From: Sean Smith
To: [Margaret Lombard](#)
Cc: [Linda Martin](#)
Subject: Final neonic statement

"We understand the concerns people have about honey and pesticides. Honey is one of nature's purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids could be a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3 million to-date. We also recently partnered with Project Apis m. and together we have pledged an additional \$10 million investment by 2020."

On Oct 6, 2017, at 12:19 PM, Margaret Lombard (b) (6) [@nhb.org](mailto: @nhb.org)> wrote:

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From: Danielle Downey
To: [Margaret Lombard](#)
Subject: Re: Pesticide residue found in honey samples
Attachments: [image001.png](#)

Thanks Margaret,
Is there a way you can include us on the list you email about things like this?

(b) (6) [@projectapism.org](#)

(b) (6) [@projectapism.org](#)

(b) (6) [@projectapism.org](#)

Danielle

Danielle Downey
Executive Director

www.projectapism.org

On Mon, Oct 9, 2017 at 11:17 AM, Margaret Lombard (b) (6) [@nhb.org](#)> wrote:
Hi Danielle- here is our official statement.

Margaret Lombard
CEO National Honey Board

From: Margaret Lombard (b) (6) [@nhb.org](#)>
Sent: Friday, October 6, 2017 3:07 PM
Subject: Pesticide residue found in honey samples
To: NHB Board Members (b) (6) [@nhb.org](#)>, NHB Alternate Board Members (b) (6) [@nhb.org](#)>
Cc: Office (b) (6) [@nhb.org](#)>, Gene Brandi (b) (6)

Hello –

As you may be aware a number of news stories ran yesterday regarding the level of pesticides found in honey samples, you will find a link to the stories below.

Here is the official statement from the National Honey Board on the issue:

"We understand the concerns people have about honey and pesticides. Honey is one of nature's purest products, made by bees with no additives or preservatives of any kind, and it is totally safe to eat. Though beekeepers do not use neonicotinoid insecticides, honey bees can come into contact with them when foraging for food. The concentrations found in honey were well below thresholds that would pose any risk to humans. However, our industry is concerned that neonicotinoids could be a contributing factor to poor pollinator health, which is why the National Honey Board allocates five percent of its revenue each year to bee health research and has done so since 2008, representing funding of over \$3

million to-date. We also recently partnered with Project Apis m. and together we have pledged an additional \$10 million investment by 2020.”

Link to the news stories:

[Bad news for bees: three-quarters of all honey on Earth has pesticides in it](#)

Alessandra Potenza, The Verge

10/5/2017

About three quarters of all honey worldwide is contaminated with pesticides known to harm bees, according to a new study. Though the pesticide levels were below the limit deemed safe for human consumption, there was still enough insecticide in there to harm pollinators. The finding suggests that, as one of the study authors said, “there’s almost no safe place for a bee to exist.” Scientists analyzed 198 honey samples from all continents, except Antarctica, for five types of pesticides called neonicotinoids, which are known to harm bees. They found at least one of the five compounds in most samples, with the highest contamination in North America, Asia, and Europe. The results are published today in the journal *Science*.

Additional Coverage: [Nature](#), [Discover Magazine](#), [US News & World Report](#), [Science](#), [Science News](#), [New Scientist](#)

Please let me know if you have any questions or concerns.

Thanks,

Margaret

Margaret Lombard

Chief Executive Officer



T [303 776 2337](tel:3037762337) | T (b) (6) | (b) (6) [@nhb.org](mailto:nhb.org) | honey.com

From: Linda Martin
To: [Margaret Lombard](#); [Sean Smith](#)
Subject: RE: NHB Issues Management News Monitoring 10.9.17

We're hoping for the same thing!

LINDA SHIPKEY MARTIN, APR

Partner

D: (b) (6)

M: (b) (6)

PORTER NOVELLI

4 Studebaker

Irvine, CA 92618 | porternovelli.com

(b) (6) | porternovelli.com

[linkedin.com/in/lindamartinapr](https://www.linkedin.com/in/lindamartinapr)

@shipkeymartin

Skype: linda.martin.apr



From: Margaret Lombard [mailto:(b) (6)@nhb.org]
Sent: Monday, October 09, 2017
To: Sean Smith
Cc: Linda Martin
Subject: Re: NHB Issues Management News Monitoring 10.9.17

Hi Sean

Thanks for the update. No, we have not received any media calls or inquiries that I know. I did send out the approved statement on Friday afternoon to the board and a few key stakeholders. I hope the conversation stays away from honey and dies a speedy death. Keep me posted.

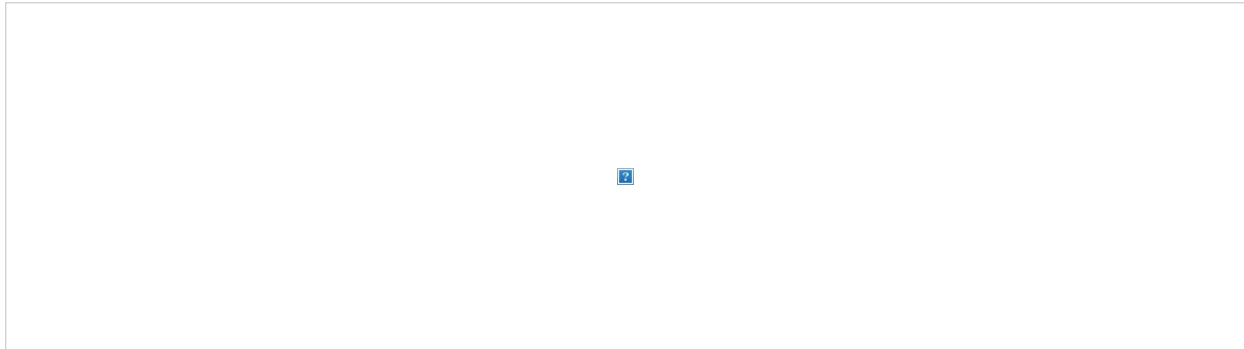
Happy Monday - Margaret

From: Sean Smith [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>
Date: Monday, October 9, 2017 at 2:22 PM
To: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>
Cc: Linda Martin [(b) (6)] <[na.porternovelli.com](mailto:(b) (6)@na.porternovelli.com)>
Subject: FW: NHB Issues Management News Monitoring 10.9.17
Resent-From: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>

Hi Margaret

Some more pick up of that story. We haven't gotten any media inquiries, have we?

We did a scan of the social media conversation. It was less about honey and more about how Big Ag and chemical companies are evil. The conversation was largely driven by the same type of activists or activist organizations that tend to beat their chests when this kind of news comes about. Overall was along the lines of what you would expect -- no surprise, we're poisoning our world, blaming the EPA, why aren't we doing anything about it, etc. Below is a snapshot from the last few days.



From: Kylie Banks
Sent: Monday, October 09, 2017 10:05 AM
To: Margaret Lombard [(b) (6)] <[nhb.org](mailto:(b) (6)@nhb.org)>; Sean Smith [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>; Linda Martin [(b) (6)] <[na.porternovelli.com](mailto:(b) (6)@na.porternovelli.com)>
Cc: Jimmy Szczepanek [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>; Samantha Forth <samantha.forth@porternovelli.com>; Hailey Thompson [(b) (6)] <[porternovelli.com](mailto:(b) (6)@porternovelli.com)>
Subject: NHB Issues Management News Monitoring 10.9.17

Hi all

Please see below for the Issues Management-related stories from this morning's scan. Let me know if you have any questions.

Thanks
Kylie

We will continue to monitor the below story regarding neonicotinoids in honey:

[75% of World's Honey Laced With Pesticides](#)

Jessica Corbett, EcoWatch

10/7/2017

Raising further concerns about the global food production system, a new study found that bees worldwide are being widely exposed to dangerous agricultural chemicals, with 75 percent of honey samples from six continents testing positive for pesticides known to harm pollinators. "What this shows is the magnitude of the contamination," the study's lead author, Edward Mitchell, a biology professor at the University of Neuchâtel in Switzerland, told the Denver Post. He said there were "relatively few places where we did not find any" contaminated samples.

Additional Coverage: [KRQE ABC2News](#), [Science Recorder](#)

[Monsanto's Roundup Cancer Lawsuits Reveal Cover-Up and the Monsanto Plot Thickens](#)

Jane Mundy, LawyersandSettlements.com

10/7/2017

This June the New York Times wrote that a federal court in San Francisco unsealed documents raising questions about Monsanto's safety and the research practices. They included Monsanto's internal emails and email traffic between the company and federal regulators; suggested that Monsanto had ghostwritten research later attributed to academics and implicated a senior official at the Environmental Protection Agency (EPA) who "had worked to quash a review of Roundup's main ingredient glyphosate that was to have been conducted by the United States Department of Health and Human Services."

[A Wayward Weedkiller Divides Farm Communities, Harms Wildlife](#)

Dan Charles Wbur.org
10/7/2017

Other plants also suffered. That meant less pollen for his bees. Coy's company has 13 000 hives across Arkansas Mississippi and Missouri. In places where there was a lot of dicamba spraying this past summer his honey production dropped by a third. If farmers keep spraying it he says he'll have to move his hives somewhere else. And he says that's not even the most important thing.

KYLIE BANKS

Account Executive

D (b) (6)

M (b) (6)

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