

Message

From: [Redacted]
Sent: 6/23/2005 12:13:46 PM
To: [Redacted]
Subject: FW: Roundup court case and FTO communication plan

Fyi

-----Original Message-----

From: [Redacted]
Sent: Thursday, June 23, 2005 2:13 PM
To: [Redacted]
Cc: [Redacted]
Subject: RE: Roundup court case and FTO communication plan

[Redacted]

I understand the concerns about presenting difficult scientific concepts in a short press release.

My concern was that inaccuracies in a press release concerning a court case about those precise issues is exposing ourselves to further accusations of misrepresentation when the court sits again. It could readily be presented as evidence that "we told you that Monsanto cannot be trusted". A statement that the half life in water is a few days is accurate, but it is not correct to say that 50% is degraded.

So I am not asking that we be copied in on everything (apart from overload, you would never get the releases completed on time), but we do need to be accurate, so sometimes several pairs of expert eyes are beneficial. It's your judgement when this would be appropriate.

Regards

[Redacted]

-----Original Message-----

From: [Redacted]
Sent: Wednesday, June 22, 2005 4:35 PM
To: [Redacted]
Cc: [Redacted]
Subject: RE: Roundup court case and FTO communication plan

[Redacted]

Thanks for your comments. The press release was distributed on June 3rd as we planned. Each release we develop are always submitted for approval to our technical experts before being sent to the media. In this case [Redacted] approved it. But just tell me if you feel I should send any further communication to you all. Please also consider that sometimes technical topics are very difficult to explain to non scientific press and need some simplification.

Regards

[Redacted]

-----Original Message-----

From: [Redacted]
Sent: mercredi 22 juin 2005 14:46
To: [Redacted]
Cc: [Redacted]
Subject: RE: Roundup court case and FTO communication plan

Thks for your inputs [Redacted] From the scientific point of view, you are perfectly right [Redacted] Here, the goal is communication. How can we explain dissipation vs degradation to the media ? If it partly disappears and does not degrade, does it mean that it accumulates (no of course) so it is adsorbed, so it might be desorbed and released in water anytime. Which quantity/concentration and when ? I do not think that studies are available to accurately evaluate these processes, am I right ? I have got exactly the same lack of data for the origin of AMPA and to date we do not want to set up new studies and this a regulatory point of view that I can fully share.

So, for communication we chose to clarify and to use "degradation" even it is not completely accurate. In the "ready biodegradability" test, there is also the duration of the test (28 d) and the quantity. So we chose to communicate about the time it takes to degrade the product.
I agree this is a very difficult exercise and we can change "degradation" into "dissipation" in our future release but it will add complexity. No problem to ask your approbation for any press release if you mind. Thanks -

Redacted

-----Original Message-----

From: Redacted

Sent: mercredi 22 juin 2005 08:53

To: Redacted

Cc:

Redacted

Subject: RE: Roundup court case and FTO communication plan

Redacted

Sorry for late response but please note an error in the draft press release – was it finally released? Glyphosate does not have a degradation half life in surface water of 3.3 days ... this is a "dissipation" half life, that is the time to disappear from the water (mainly by adsorption) rather than to "degrade".

The next point is a matter of opinion, but it is important in a press release at the time of the court case to recognize the source of the intentional confusion being caused by the anti pesticide movement. Under EU legislation (directive 67/548) "ready biodegradability" is the complete mineralization to CO₂.

Suggest that press releases concerning technical agchem issues should be approved by our technical experts before release, please.

Regards

Redacted

-----Original Message-----

From: Redacted

Sent: Thursday, June 02, 2005 6:26 PM

To: Redacted

Redacted

Cc: Redacted

Redacted

Subject: Roundup court case and FTO communication plan

Dear All

As we announced in our last Commercial acceptance call on Monday, tomorrow will take place the 2nd hearing of the biodegradability misleading advertising Roundup court case. You will find in the presentation attached on the main issues we will certainly have to handle on a media stand point.

For the last 5 months we have developed in partnership with the L&G Roundup French Team Redacted a communication action plan in order to prevent negative media coverage and the business impact it could have.

Below the draft press release we planned to distributed tomorrow depending what will happen during the hearing (options in Blue)

Do not hesitate to call me if you need any further details

Redacted

PS. Thank you **Redacted** for your help on the translation of the press release.

<< File: Roundup FTO May 05.ppt >>

Monsanto reaffirms the biodegradable character of Roundup ®.

Redacted, June 3rd, 2005 - Today saw the start of the audience of the lawsuit concerning the biodegradability of Roundup in front of the Lyon magistrate's Court. Roundup is under attack for having claimed in 2000, in its advertisement and on labels, its biodegradable character.

Today the Roundup advertisement and the labels of the range products no longer this mention, removed in a voluntary and proactive way. Indeed, even if our product is indeed biodegradable, the main part of our Roundup campaign lies in making users aware of good weeding practices.

[option] The President of the Court asked for the adjournment of this audience to the XX XX. Monsanto regrets this adjournment which would have allowed to present elements proving the biodegradable character of Roundup.

Roundup and biodegradability

Biodegradation is above all a natural process as indicates it the prefix " bio ": it is the degradation of an organic substance, here the glyphosate active material of Roundup, in to simple elements (dioxide of carbon, water) by the micro-organisms of the ground or some water. This process exists only for organic, natural substances or of synthesis.

According to this definition, glyphosate is certainly biodegradable, in the ground as in the water. The factor time naturally is to be considered and it is very variable according to the nature of the ground, the temperature but it does not question its biodegradable character. So, the half-life of glyphosate, that is the necessary time so that 50 % of glyphosate is degraded, is of the order of 32 days in the ground and of 3,3 days in the water.

For all the products of plants protection, practices to be respected

Marketed for more than 30 years, glyphosate, the active agent in Roundup, is today the number 1 weed-killer in the world. Its success can be explained by its efficiency, its simplicity and its safe use when used according to the instructions on the label.

The development and the marketing of Roundup products are carried out according to a very strict statutory framework which guarantees, according to the recommendations mentioned on the labeling, a safe use for the user and the environment.

On all the markets - agricultural, green areas and private households - where Roundup is marketed, Monsanto is anxious to promote a use according to a simple principle: the right product, the right dose, in the right place and at the right time. This is translated, for example, with the consumers by a program of including information: a specific labeling, a guide given in selling points, a column dedicated on the Internet site: www.roundup-jardin.com <<http://www.roundup-jardin.com>>, an educational video in selling points, promotion of atomizers by means of advertisements ... So many initiatives

aimed at making amateur gardeners more aware and instilling good weeding practices.

Monsanto integrates the safety imperative for the user and the environment throughout its decision process - from Research and development to marketing, as well as manufacture - and for all the ingredients in the product.