

Message

From: MURPHEY, SAMUEL [Redacted]
[Redacted]
Sent: 5/25/2016 12:27:37 AM
To: DIETZENBACH, JEFF W [Redacted] ANDERSON, BETH
LEANN [Redacted] HEERING, DAVID C [Redacted]
[Redacted] DUNCAN, MELISSA S [Redacted]
[Redacted]
Subject: Fwd: Germany outreach
Attachments: 20160523_FHEurope consolidated.docx; ATT00001.htm

Jeff and Beth --

Attached is a SOW for some additional urgent outreach in Germany and the EU around the glyphosate vote. Jeff, because this is focused on governmental stakeholders, David and I thought this would be more appropriately applied to his cost center than the CE cost center. Would you agree? Is there anything else we need to consider?

Melissa Agustin and [Redacted] have reviewers this from a GA perspective and would like to move forward ASAP. David is giving this a final review tonight. Would just like to make sure we have everything aligned to move forward as time is of the essence.

Thank you,

Sam

Sent from my iPhone

Begin forwarded message:

From: "MURPHEY, SAMUEL [Redacted] [Redacted]
Date: May 24, 2016 at 5:29:11 PM CDT
To: "DUNCAN, MELISSA S [Redacted] [Redacted], "AGUSTIN, MELISSA [Redacted]
[Redacted] "HEERING, DAVID C
[Redacted] [Redacted]
Subject: Germany outreach

Team –

The CE lead in Germany has worked with Fleishman Hillard to develop an expanded plan for targeted outreach in Germany to help move the government's position back to support for a glyphosate renewal. FH sent this to me for review today. The scope of work outlined in the plan moves beyond our previous focus on the media components of the "Let Nothing Go" campaign and specifically focuses on direct outreach to political stakeholders. For this reason, I wanted to flag this proposal for this team to ensure alignment, support and approval from a GA perspective.

In addition to the components focused on Germany, they also outline options for expanded focus in other Member States in the coming weeks. I'm checking with [Redacted] to see how expansive the EU team wants to take this to make sure I fully understand their perspective.

Melissa D. and I think we probably want to get this up to Redacted for a final OK, but I wanted to start with this team for your initial feedback. Time is obviously of the essence, but I do want to ensure we have the necessary level of alignment from the GA team before moving forward.

Please let me know if we need a quick call to connect.

Thanks.

Sam