

Message

From: GOLDSTEIN, DANIEL A [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=527246]
Sent: 8/19/2015 9:08:01 PM
To: MURPHEY, SAMUEL [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=SMURP]
CC: MADRAZO, JESUS [AG/1000] [/O=MONSANTO/OU=LA-7040-01/cn=Recipients/cn=554512]; AGUSTIN, MELISSA [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MRAGUS]; DAUS, MEGAN E [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MED AUS754]; DHUNJISHA, ASTAD [AG/1000] [/O=MONSANTO/OU=AP-8042-01/cn=RECIPIENTS/cn=650556]; DUNCAN, MELISSA S [AG/1000] [/O=MONSANTO/OU=AP-5340-01/cn=RECIPIENTS/cn=590663]; FLEMING, KELLY R [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=37812]; GAO, YONG [AG/6000] [/O=MONSANTO/OU=Na-1000-01/cn=recipients/cn=655767]; HELMS, MATTHEW J [AG/1005] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=605672]; LEMKE, SHAWNA LIN [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=649549]; LOWRY, BRIAN R [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=88339]; MILLER, SARA E [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=SSMILL2]; PARRISH, MICHAEL [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=MPARRIS]; REUWER, CARRIE [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=645239]; REYNOLDS, TRACEY L [AG/1000] [/O=MONSANTO/OU=Na-1000-01/cn=recipients/cn=133378]; SCHLICHER, MARTHA A [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=MASCHL]; SIMMONS, JESSICA [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=JJSIMM2]; WAGNER, BRADLEY L [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=89638]; WILHELM, ROBERT J [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=RJWILHcec]; WILSON, THOMAS P [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=TPWILS]; FARMER, DONNA R [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=180070]
Subject: Re: Heads up -- New England Journal of Medicine op-ed

I checked disclosures- Benbrook states no conflict of interest despite now being a consultant to the organic industry. Time to call foul.

Dan

Sent from my iPhone

On Aug 19, 2015, at 4:46 PM, MURPHEY, SAMUEL [AG/1000] <samuel.murphey@monsanto.com> wrote:

CE Ops --

I wanted to flag that our blog post is now live: <http://monsantoblog.com/2015/08/19/our-perspective-the-truth-about-public-health-and-safety-of-gmos-and-herbicides/>

Please feel free to share our post with stakeholders as needed. We are monitoring for media coverage and reaching out to provide our point of view as needed. Industry associations and other allies are engaging as well.

The Fusion Center is monitoring for social media activity.

I'll provide updates as warranted.

Regards,

Sam

From: MURPHEY, SAMUEL [AG/1000]

Sent: Wednesday, August 19, 2015 10:47 AM

To: MADRAZO, JESUS [AG/1000]; AGUSTIN, MELISSA [AG/1000]; DAUS, MEGAN E [AG/1000]; DHUNJISHA, ASTAD [AG/1000]; DUNCAN, MELISSA S [AG/1000]; FLEMING, KELLY R [AG/1000]; GAO, YONG [AG/6000]; HELMS, MATTHEW J [AG/1005]; LEMKE, SHAWNA LIN [AG/1000]; LOWRY, BRIAN R [AG/1000]; MILLER, SARA E [AG/1000]; PARRISH, MICHAEL [AG/1000]; REUWER, CARRIE [AG/1000]; REYNOLDS, TRACEY L [AG/1000]; SCHLICHER, MARTHA A [AG/1000]; SIMMONS, JESSICA [AG/1000]; WAGNER, BRADLEY L [AG/1000]; WILHELM, ROBERT J [AG/1000]; WILSON, THOMAS P [AG/1000]

Cc: FARMER, DONNA R [AG/1000]; GOLDSTEIN, DANIEL A [AG/1000]

Subject: Heads up -- New England Journal of Medicine op-ed

CE Ops –

I wanted to make you aware of our strategy for responding to an op-ed that will publish later today in the “Perspective” section of the *New England Journal of Medicine*. The op-ed, by Philip Landrigan and Charles Benbrook (frequent anti-GM/pesticide commentators), is critical of glyphosate, 2,4-D and Dow’s Enlist product. The authors claim that the recent IARC classifications of glyphosate and 2,4-D raise new concerns about the safety of pesticides and GMOs, and they claim there’s a need for additional regulatory studies and review. They also claim the use of pesticides is justification for GM labeling. The op-ed (attached to this email) is under embargo until 5 p.m. Eastern / 4 p.m. Central today – please do not share the op-ed with others at this time.

Summary of our preparedness efforts:

- <!--[if !supportLists]--><!--[endif]-->We have developed a strong response from Dan Goldstein, M.D., and Donna Farmer, Ph.D., that will go live promptly at 4 p.m. Eastern today. The blog post rebuts the main points of misinformation in the Landrigan and Benbrook piece and provides numerous references for factual and accurate information. Thanks to Donna and Dan for their willingness to engage on this.
- <!--[if !supportLists]--><!--[endif]-->We will share this blog post with key colleagues via an Issue Alert shortly after the embargo lifts. In the Issue Alert, we will encourage employees to share the link to the blog post with key stakeholders as warranted.
- <!--[if !supportLists]--><!--[endif]-->The Digital Team is aware and will use the blog post to engage on Twitter and other social media as needed.
- <!--[if !supportLists]--><!--[endif]-->We will point reporters to our blog post in response to any media inquiries (we have not heard from any reporters at this point).
- <!--[if !supportLists]--><!--[endif]-->Once the embargo lifts, we will reach out to the *New England Journal of Medicine* to inquire about guidelines for submitting a letter to the editor. We will explore options for submitting letters directly from Monsanto as well as from third-party experts.
- <!--[if !supportLists]--><!--[endif]-->We are coordinating with industry partners, trade associations and third parties. CLA is preparing a media statement and will be ready to engage. GMO Answers and other industry groups and allies are informed as well.
- <!--[if !supportLists]--><!--[endif]-->Our Regulatory and Governmental Affairs colleagues are informed and working with their key stakeholders.
- <!--[if !supportLists]--><!--[endif]-->The Fusion Center is aware and monitoring for activity.

Please let me know if you have any questions. I will share the link to our blog post with you as soon as it goes live.

Regards,

Sam Murphey