

Message

From: LINK, KIMBERLY KAY [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=KLINK582]
Sent: 3/21/2015 12:58:45 AM
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CC: KAHAKACHCHI, MIRNA [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=MMKAHA]; CLAUSS, KELLY J [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=43202]; DUNCAN, MELISSA S [AG/1000] [/O=MONSANTO/OU=AP-5340-01/cn=RECIPIENTS/cn=590663]
Subject: Positive news articles from Day 1 to read, share

Today marks the end of day 1 for the IARC determination on glyphosate. Thanks to your early outreach and continued follow up with our stakeholders, we were able to successfully mobilize our internal and external communications efforts. As soon as the story broke at 5p in the UK, we reached out to more than 20 mainstream and ag trade media to balance the narrative in the early news coverage. Several third parties engaged immediately including academics, scientists and various industry groups. With your continued help, we anticipate that more supporters will join the conversation in the coming days. You might suggest to your contacts to consider social media engagement to help balance what we expect will be a strong activist voice in the social media space this weekend and into next week. To that end, we are sharing with you positive news articles that may be helpful to share by email with your contacts as potential content to amplify online and via twitter. We will keep the list updated on our dedicated webpage: [What others are saying: Third party responses to IARC Glyphosate Classification](#). Our goal is for the industry to set a reasonable and thoughtful tone, remaining part of the conversation so societal audiences can find a balanced view when searching. Many of you will be monitoring social media and answering media calls throughout the weekend – thank you. Should you have any concerns or questions, please reach me at any time. Thanks! Kim 314.258.1536

From: KAHAKACHCHI, MIRNA [AG/1000]
Sent: Friday, March 20, 2015 4:27 PM
To: HUMPHREY, KATE [AG/1000]
Cc: LINK, KIMBERLY KAY [AG/1000]
Subject: Positive Article Links

Here are a few *positive* articles highlighting IARC/TheLancet.

Date	Outlet Type	Publication	Title	Link
03/20/2015	Mainstream	Financial Times (UK)	<u>New study points to link between herbicide glyphosate and cancer</u>	<u>http://www.ft.com/intl/cms/s/8b79a572-cf14-11e4-893d-00144feab7de,Authorised=false.html?i_location=http%3A%2F%2Fwww.ft.com/intl/cms/s/8b79a572-cf14-11e4-893d-00144feab7de.html%3Fsiteedition%3Dintl&siteedition=intl</u>
03/20/2015	Mainstream	Forbes	<u>March Madness from the United Nations</u>	<u>http://www.forbes.com/sites/henrymiller/2015/03/20/march-madness-from-the-united-nations/</u>
03/20/2015	Trade Press	AgriPulse	<u>WHO committee claims glyphosate is 'probably' cancerous</u>	<u>http://www.agri-pulse.com/WHO-committee-claims-glyphosate-probably-cancerous/</u>
03/20/2015	Trade Press	The Western Producer	<u>UN body declares glyphosate probable human carcinogen</u>	<u>UN body declares glyphosate probable human carcinogen</u>
03/20/2015	Trade Press	CropLife Magazine	<u>MARCH MADNESS: Industry Rallies Around Glyphosate Safety Amid Troubling Report</u>	<u>http://www.croplife.com/crop-inputs/herbicides/march-madness-in-agriculture-amid-troubling-report/</u>
03/20/2015	Trade Press	AgWeek	<u>World Health Organization agency: Glyphosate 'probably carcinogenic'</u>	<u>http://www.aqweek.com/event/article/id/25345/</u>
03/20/2015	Industry	European Crop Protection	<u>ECPA statement reacting to IARC Review of Pesticides</u>	<u>http://www.ecpa.eu/news-item/human-health/03-19-2015/2565/ecpa-statement-reacting-to-iarc-review-of-pesticides/</u>

03/20/2015 Online

Science
Media
Center
(UK)

Expert
reaction to
carcinogenicity
classification
of five
pesticides by
the
International
Agency for
Research on
Cancer (IARC)

<http://www.sciencemediacentre.org/expert-reaction-to-carcinogenicity-of-five-pesticides-by-the-international-agency-for-research-on-cancer-iarcs/>

In addition to Mirna's list below, we had two later stories post:

Brownfield AgNews (US) *Disputing IARC's claim on glyphosate safety*

<http://brownfieldagnews.com/2015/03/20/disputing-iarcs-claim-glyphosate-safety/>

Farm Progress (syndicate) *WHO cancer group suggests glyphosate 'probable carcinogen'* <http://farmprogress.com/story-cancer-group-suggests-glyphosate-probable-carcinogen-8-125465>