

Message

From: FARMER, DONNA R [Redacted]
Sent: 4/20/2001 9:24:17 PM
To: STATER, STACEY L [Redacted]
CC: ADAMS, STEPHEN A [Redacted]; ARMSTRONG, JANICE M [Redacted]
Subject: FW: Howard County Park Issue

Stacey - as per our conversation a group of us met yesterday (Janice Armstrong, Steve Adams, John Acquavella, Adele Pelland, Phil Jones and me) to discuss how we handle these city, school, parks situations, what type of material is needed, what type of action (s) are required etc. One point of discussion was to get this coordinated not only within the US but also globally as it appears there are big issues about to happen in Canada in this area and Sweden. Steve will be putting a proto type binder together that we can give to various groups that can be customized based on local and need. Janice is going to re-do two brochures etc. We talked about proactive plans, reactive plans, third party spokespeople etc.

See below how we are suggesting to proceed with the Howard County situation;

I can also fax you a 2000 copy of a Fact Sheet for Roundup Pro. I don't believe we have this electronically.

Donna

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

From: SUTTNER, DONALD L [Redacted]
Sent: Friday, April 20, 2001 1:37 PM
To: ADAMS, STEPHEN A [Redacted]; ARMSTRONG, JANICE M [Redacted]; FARMER, DONNA R [Redacted]; GOLDSTEIN, DANIEL A [Redacted]
Cc: WOODSON III, JOHN L [Redacted]; CAREY, BOYD J [Redacted]; RIEGO, DOMINGO C [Redacted]
Subject: RE: Howard County Park Issue

Steve/Donna/Dan,

Excellent plan to deal with this issue. It's absolutely critical to defend this molecule against inaccurate and unsubstantiated internet content that has found its way to the consumer. This medium has unfortunately brought a powerful new tool to the spread of misinformation. As so many times before, IT&O greatly appreciates your support of our business.

Keep us informed on the outcomes,
Don

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

From: ADAMS, STEPHEN A [Redacted]
Sent: Friday, April 20, 2001 11:59 AM
To: ARMSTRONG, JANICE M [Redacted]; FARMER, DONNA R [Redacted]; GOLDSTEIN, DANIEL A [Redacted]
Cc: WOODSON III, JOHN L [Redacted]; CAREY, BOYD J [Redacted]; SUTTNER, DONALD L [Redacted]; RIEGO, DOMINGO C [Redacted]
Subject: Howard County Park Issue

Team:

I talked with John this morning to discuss the Howard County Park Department issue with public concern over the use of Roundup. This issue is very similar to the Park Ridge IL issue last fall. A small group of local residents are concerned about general pesticide use in the parks, and have specifically mentioned the relatively high use of Roundup, citing negative internet information on glyphosate and Roundup as their source of concern. I think we should take the same approach as we did in Park Ridge:

- educate the Park Department on the issues used by the anti's and on the env/tox profile of Roundup Pro
- establish a vegetation management plan with the Park Department, if not already in place
- meet with the Park Department before meeting with any public, if necessary
- if necessary, meet with the concerned citizens, preferably with the Park Department in a closed meeting if possible, if not, attend a public meeting, possibly moderated by a respected/neutral third party
- include third party representation along with Monsanto representation at a public meeting, if possible

Janice Armstrong, Donna Farmer, Dan Goldstein and I are core members of an (unofficial) Roundup FTO Action Team to defend the Roundup name in these types of situation. This defense, especially in such affluent urban areas, is not only important to Monsanto's ITO business, but is also important if we expect to retain and promote further public consumer acceptance of our RoundupReady line of agricultural products.

John will talk with the retailer and Park Department management to determine what our level of participation needs to be, and keep us informed.

If any one has any questions or comments, please share them.

Steve Adams

Environmental Operations Manager, Region 5

Office: **Redacted**