

Message

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Sent: 8/7/2015 12:25:40 PM

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Subject: Glyphosate - let nothing go update

Dear All

Update on Let Nothing Go after two months is that despite being very early in campaign terms we have seen very encouraging results in the impact of the work done so far. We will need to make a call on the funding for 2016, so I wanted you to know up front that the activity is positive and will make a difference in our ability to mitigate the progress of negative policy in Europe.

Overall, worth reminding everyone also that this is only one part of the broader campaign involving Regulatory, L&G and the CP team, so we need also to recognize the wider effort in moving things forward.

Key highlights over the period since the full launch in June are as follows:

1. Total media articles on glyphosate 1,288, with well over 90% coming from Germany, France, UK and Italy. 10% positive, 46% neutral, 42% negative.

2. At the start of the campaign, the coverage was predominantly negative and Monsanto's position was mentioned in 15% of articles published. Throughout the course of the campaign, this has now increased to 45% of articles published.
3. Since the beginning of the campaign, the total number of negative articles has decreased by 62% - this is mainly due to the fact that the politicians (and many activists) are on vacation but we were very successful in mitigating the monograph publication despite attempts by activists to use it to move focus to pre-harvest
4. Up to 60 positive or neutral articles have appeared in the press (GER, FR, UK, NL, IT) as a direct result of agency outreach to traditional media since the campaign began - in total 123 positive, with slight weighting towards the end of the period which suggests that some momentum may be building as journalists become better informed
5. Online, positive sentiment towards Monsanto, IARC, glyphosate and RoundUp amongst the movable middle has increased from 35% to 58% since the campaign began
6. Online, negative sentiment from those who can be deemed to be 'anti- Monsanto' has decreased from 41% to 28% since the campaign began
7. Two significant indications of positive traction in the real world are the fact that the Soil Association's press conference in the UK to promote the monograph yielded very little in terms of real traction – articles appeared but not in the politically relevant mainstream media and they were taken to task by libertarian bloggers; in France the Minister of Health is still resisting calls for further restrictions, specifically mentioning the views of the JPMR and the need to wait for the outcome of the European process.
8. We have also heard anecdotally that people on-line have noticed the presence of our views in debates – this is noteworthy as we usually get the opposite feedback

We will be looking into the data in more detail next week for insights by market, but I wanted you to be aware of the generally positive feeling we have so far

I will advise of the budgetary implications to keep going into FY16 as I review the latest cost information from FH next week & then we can review how to fund. I anticipate that the current funding will run through in mid-September so we will need to make the decision soon.

Kind regards

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