Roundup Ready® Creeping Bentgrass

Roundup Stewardship and Support

Stephen A. Adams

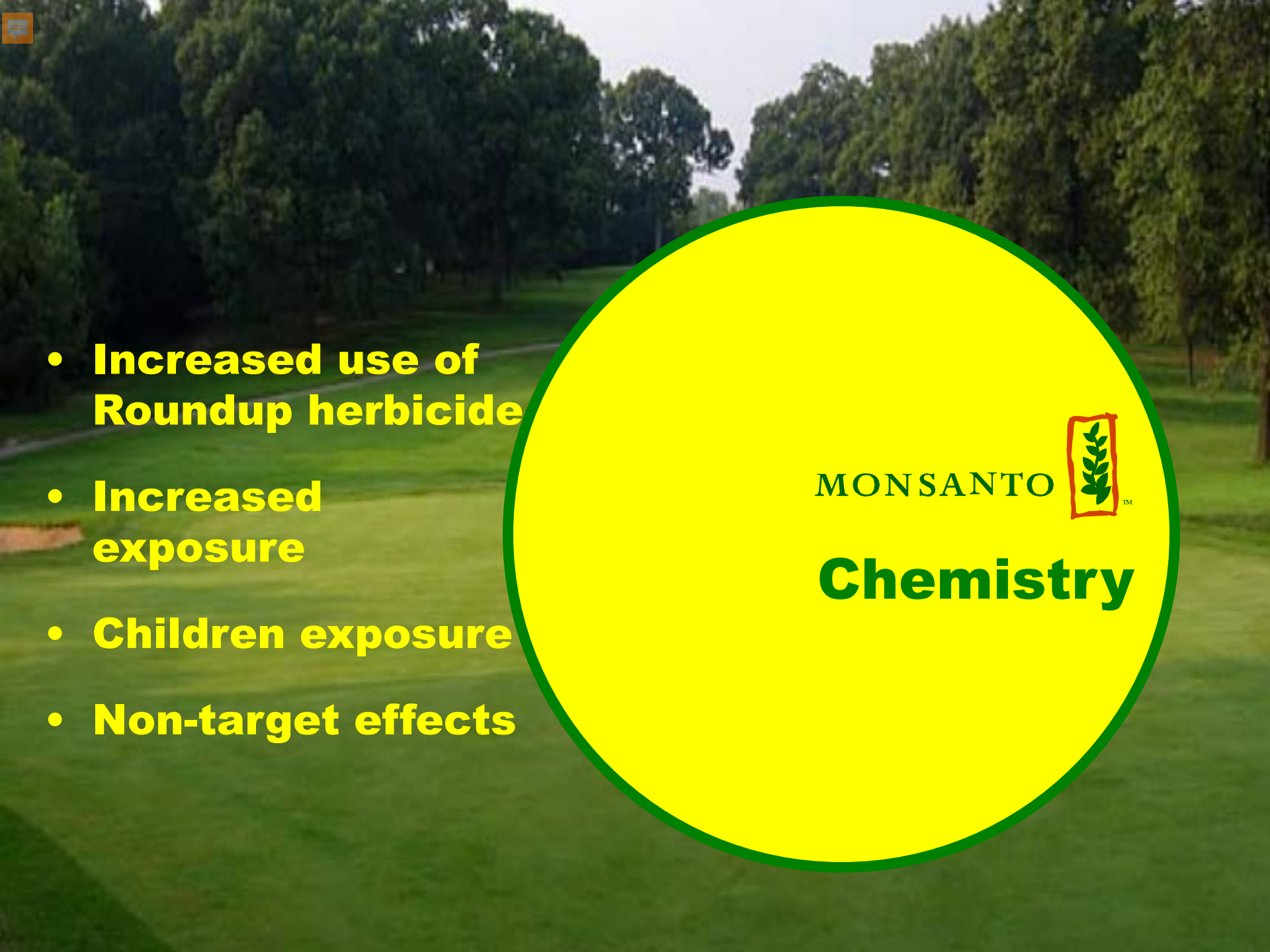
Biotechnology and Environmental Issues Manager

Monsanto Company

Concerned Public

- Perceive that they are at risk of losing something of value because of something that you do or something that you represent


Scotts.
Seed
–
• Genetically Modified
• Backyard/Playground
• Superweed
• Out-crossing
• Allergen


• Increased use of Roundup herbicide
• Increased exposure
• Children exposure
• Non-target effects
MONSANTO
Chemistry


WHAT you have to say is not as important as HOW you say it.

The Science of Risk Communication

- How to effectively communicate in situations of high concern and/or low trust
- Develop and deliver messages that are:
  - Believable
  - Convincing
  - Concise
  - Positive

- After 30 years of safe use, Roundup herbicides are still attacked by anti-pesticide activists
- Hundreds of studies have been conducted by industry, government agencies, universities and independent institutions

Chicago Tribune

Herbicide feared at Washington Elementary

Parents, officials at odds on danger

By Mary Alice Benoit
Special to the Tribune

The use of the herbicide Roundup during the renovation of an athletic field is causing concern among a small group of parents whose children attend Washington Elementary School in Park Ridge.

Bridgette Cahill, who has a daughter in 2nd grade, is alleging that since the herbicide was used on the field Aug 12, there has been a higher incident of itchy red eyes and asthma at the school. Cahill also claims to have copies of reports that link the use of Roundup, which is a readily available herbicide made by Monsanto, to occurrences of non-Hodgkin's lymphoma.

Fred Schroeder, superintendent of Park Ridge/Niles School District 64, denied that there was any increase in reported illnesses and said he was not aware of any reports indicating that the herbicide...


WHAT you have to say is not as important as WHO says it.

Who Delivers the Message

- Local Citizens
- Third Parties
  - Academics
  - Physicians
- Corporate Representatives
- Consultants

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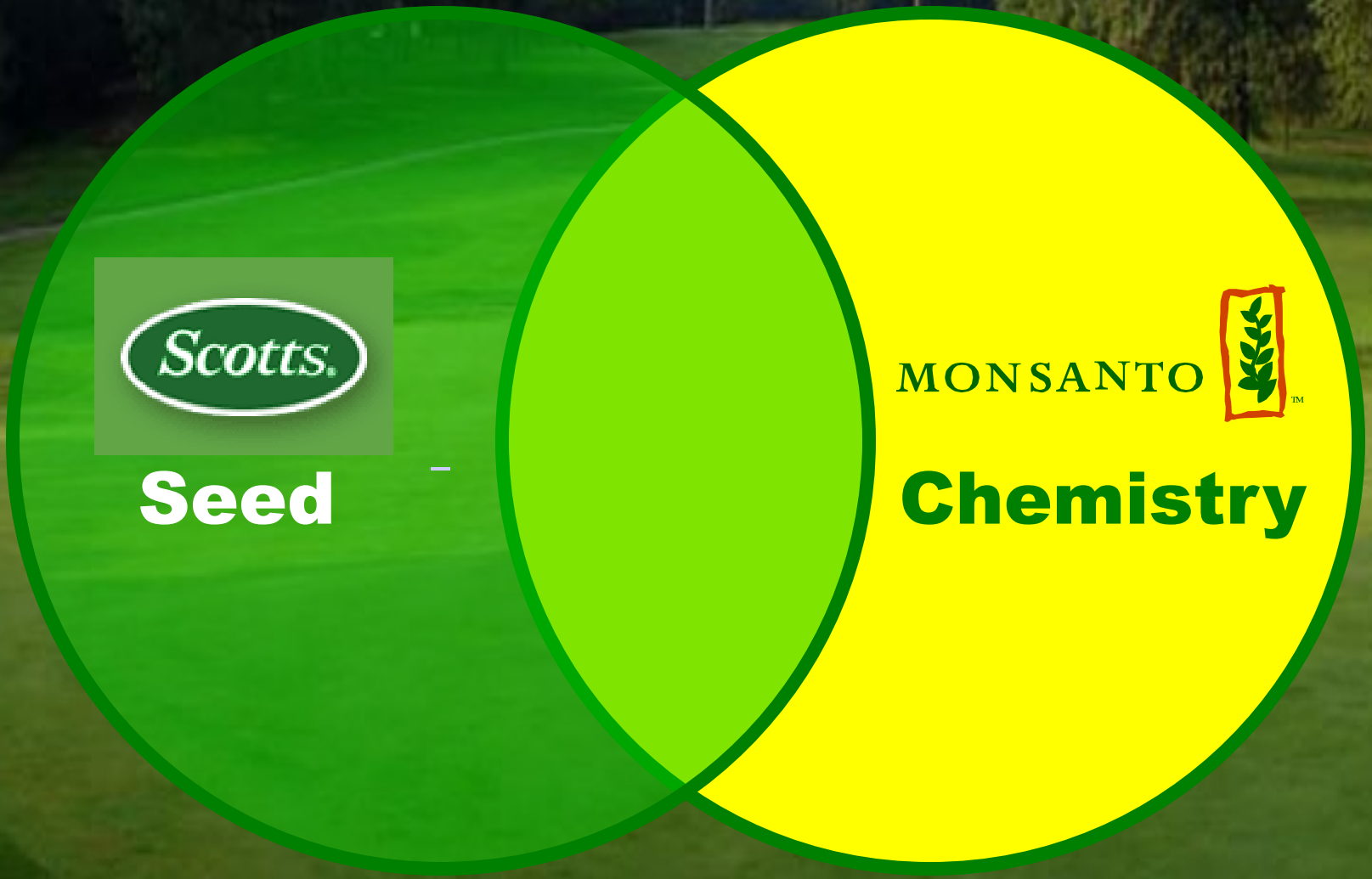

Training

- Science of Risk Communication
- Roundup PRO Messages
  - Tier 1: Basic Roundup Information
  - Tier 2: Activist Issues
  - Tier 3: Expert support
- Biotech Messages

Internal Support

- Regulatory Science
- Public Affairs
- Government Affairs


Questions and
Discussion