

From: kfolta@ufl.edu
To: Barnes, Carly <Carly.Barnes@ketchum.com>
Subject: Re: Textbook publisher to update information about GMO benefits

I've been planning to take a hard point position on this. Diluting facts from science texts due to activist demands, without scientific consultation, is something I will not tolerate.

Standing by.

Kevin

Sent from my phone.

On Jan 28, 2015, at 5:07 PM, Barnes, Carly <Carly.Barnes@ketchum.com> wrote:

This is the best email I've gotten all day. ☺ Thanks! I'll be in touch as we move forward with this.

From: Folta, Kevin M. [<mailto:kfolta@ufl.edu>]
Sent: Wednesday, January 28, 2015 5:05 PM
To: Barnes, Carly
Subject: Re: Textbook publisher to update information about GMO benefits

From my cold, dead hands.

I'm excited to torpedo this stupidity.

Kevin

Sent from my phone.

On Jan 28, 2015, at 4:43 PM, Barnes, Carly <Carly.Barnes@ketchum.com> wrote:

Hi, everyone:

According to a recent [Yahoo! Parenting article](#), Macmillan/McGraw-Hill has indicated that it will update a sixth-grade science textbook that presents some of the benefits of GM crops.

The article states, “No downsides of GMOs are mentioned, despite frequent reports that genetically modifying crops — which means the injecting of species with DNA from other plants and animals in order to alter their qualities and characteristics — may have troubling long-term health and environmental effects that are not yet known.”

The article also mentions that additional publishing companies are considering replacing content that could be considered pro-GMO.

If you are interested in responding to this effort, please contact carly.barnes@ketchum.com at your earliest convenience. I will provide further details!

Best,

Carly

Carly Barnes
Community Manager

GMO Answers

+1 850 209 0123 (cell)

Ketchum, *on behalf of the*

Council for Biotechnology Information

If you would like to opt out of this GMO Answers distribution list, please reply to this email to let us know.

This message is intended only for the person or entity to which it is addressed and may contain information that is privileged, confidential or otherwise protected from disclosure. Dissemination, distribution or copying of this message or the information herein by anyone other than the intended recipient, or an employee or agent responsible for delivering the message to the intended recipient, is prohibited. If you have received this message by mistake, please destroy it immediately and notify the sender.