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Sent time: 08/08/2013 01:25:53 PM
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Cc: Beth Anne Mumford <bethannem@cmabuildstrust.com>
Subject: RE: Invitation to Author a Policy Brief in the Series "Perspectives on Science Matters"

I like the topic you have assigned Kevin though I would propose a change in the title: "Holding Technological Vandals to the Fire and Keeping There for Some Time."

From: SACHS, ERIC S (AG/1000) [mailto:eric.s.sachs@monsanto.com]
Sent: Thursday, August 08, 2013 12:07 AM
To: Roger Beachy; Juma, Calestous; Prabhu Pengali (plp39@cornell.edu); 'Carl E. Pray'; 'Phillips, Peter'; Nicholas Kalaitzandonakes (KalaitzandonakesN@missouri.edu); Kevin M. Folta (kfolta@ufl.edu); Tony Shelton; David Shaw (DShaw@research.msstate.edu)
Cc: SACHS, ERIC S (AG/1000); 'Beth Anne Mumford'
Subject: Invitation to Author a Policy Brief in the Series "Perspectives on Science Matters"

All,

As some of you know based on initial contacts, I have started an important project to produce a series of short policy briefs on important topics in the agricultural biotechnology arena called "Perspectives on Science Matters." Based on initial feedback, I decided to reach out to all of you collectively. I understand and appreciate that you need me to be completely transparent and I am keenly aware that your independence and reputations must be protected. I hope after reviewing this message you will support the vision and agree to author one of the briefs. Prospective authors and topics are listed below.

Individually and collectively the topics were selected because of their influence on public policy, GM crop regulation and consumer acceptance. The specific goal is to frame some of the important issues facing biotechnology with reasoned thoughtful messages in a way that helps thought leaders and influencers to better appreciate the growing body of knowledge available on the safety and benefits of GM crops. The broader goal is to elevate the public dialogue and public policy discussion from its current over-emphasis on perceived risks toward a broader understanding of the societal benefits of GM crops and needed improvement in policies that are unnecessarily limiting innovation in the biotechnology arena.

I am convinced that this initiative to publish and promote seven policy briefs on agricultural biotechnology will spark new opportunities for outreach and engagement with policy makers and consumers. The key to success is participation by all of you - recognized experts and leaders with the knowledge, reputation and communication experience needed to communicate authoritatively to the target groups. You represent an elite group whose credibility will be strengthened by working together. Naturally, if you would like to add a co-author that is entirely up to you and welcome.

To ensure that the policy briefs have the greatest impact, the American Council for Science & Health is partnering with CMA Consulting to drive the project. The completed policy briefs will be offered on the ACSH web site. The series of briefs as envisioned will facilitate policy maker engagement and serve as a basis for supplemental knowledge mobilization to a range of audiences. Both ACSH and CMA have expertise to leverage experts, knowledge and key messages to serve the project goals. CMA Consulting will manage the process of producing the policy briefs. This is an important element because Monsanto wants the authors to communicate freely without involvement by Monsanto. As the process develops, CMA and ACSH will coordinate web site posting and promotion. CMA and ACSH also will merchandize the policy briefs, including development of media-specific materials, such as op-eds, blog postings, speaking engagements, events, webinars, etc.

The briefs will cover a range of important topics and themes. Some background is included below but this is only a suggestion. As the author, you will know how to best approach the topic and are free to do so in your own way.

- **Meeting World Challenges**

Carl Pray and Prabhu Pengali

Background: Explore the ways in which the use of GM crops and foods can help to address many of the world's most pressing challenges and improve the global standard of living today and for future generations. Specifically, discuss how GM technology helps address key policy concerns, such as shrinking agricultural resources (land, water), food security, food affordability and environmental sustainability. In addition, provide an overview of the challenges inherent in farming and how GM technology addresses these challenges by providing farmers with beneficial tools for on-farm management.

- **Stifling Innovation**

Peter Phillips

Background: Discuss how over burdensome regulation of GM crops and food stifles the innovation and technological advancements important for helping support global food security and improve overall quality of life. Consider the limitations to innovation and advancements in GM technology that results from a regulatory process that dismisses positive scientific conclusions and assumes molecular modification techniques carry a higher risk than other techniques used to generate new crop varieties.

- **Holding Activists Accountable**

Kevin Folta

Background: Demonstrate how activists' messages and tactics regarding Genetically Modified (GM) crops and plant biotechnology undermine worldwide efforts to ensure a safe, nutritious, plentiful and affordable food supply using responsible and sustainable agricultural practices. Provide examples of activist campaigns that spread false information that goes unchallenged and results in further erosion of the public's confidence in agricultural innovation. Detail how the impact of these efforts if not challenged ultimately would limit consumer choice, increase food prices, decrease farmer viability, and undermine global food security.

- **GM Crop Safety**

Roger Beachy

Background: Address consumer and policy-maker concerns that GM crops and foods are not adequately tested for safety compared to other crop and food products approved for human consumption. Explain early GM crop evaluation, event selection, equivalence characterization and product safety assessment through each step of development and regulatory assessment; and detail how this comprehensive process meets the same stringent

scientific and regulatory standards developed for other crop and food products.

- **Consequences of Rejecting GM Crops** **Calestous Juma**

Background: Explore the issues and consequences within both developed and developing countries that lead to rejection of or barriers to adoption of GM crop and food technology at the farmer, consumer and regulatory level. Understand the combination of issues; including consumer and political resistance, food safety and public health fears, concerns about biodiversity and biological safety, restrictive regulation, and lack of information (or existence of misinformation) about intellectual property rights that create barriers to GM acceptance. Detail the consequences, including impacts on yield, household income, food security and social impacts, as well as on pesticide use, health risks from pesticide exposure and on biodiversity that result.

- **Sustainable Crop Systems** **Tony Shelton and David Shaw**

Background: Detail how GM crop technology provides farmers with safe, efficient and effective tools to manage crop pests (insects/weeds/disease), delivers environmental benefits, increases yields and improves productivity. Specifically discuss the use of GM crops containing herbicide tolerant (HT) and insect resistance (IR) traits and the risk versus benefit of their use. In addition, detail how educational outreach and a focus on responsible use can address public concerns about plant resistance and the environmental/eco-system impacts of GM crop technology.

- **Responsible Choice** **?**

Background: Explore the competing issues inherent in crop production used for food versus crop production used for fuel and highlight the role GM crop technology can play in ensuring we can adequately increase production and balance our needs for food, feed, fiber and fuel.

Your role would be to write a short brief aimed at a broad audience, including academics, opinion leaders, policy-makers, regulators and other influencers. Each brief should be about 4-6 pages in length and include key themes and messages related to the specific topic, recommendations, and a call to action. The briefs will serve as the foundation for further outreach and engagement to extended audiences and the broader public via supplemental media platforms, including allied organizations web sites, blogs and social media. Be assured that nothing will ever be distributed under your authorship unless you have approved the contents and use in its entirety.

I have copied Beth Anne Mumford of CMA (www.cmabuildtrust.com) because she and her colleagues that have been working on this initiative. Please feel free to contact Beth Anne if you continue to have questions. Of course you can contact me as well but I need to step aside so that I don't compromise the project.

This will be an important project and is designed to lead to increased engagement on critical topics that are barriers to broader use and acceptance of GM crops globally. You are the best possible messengers and I hope you will make time to participate.

Warm Regards,

Eric

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