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Wednesday, November 18

The bill focuses on foods regulated by the Food and Drug Administration, not meat and poultry which is regulated by USDA.

The bill includes several key reforms that would put real teeth into federal regulation of large-scale food processing corporations to better protect consumers. However, the bill as written would also do serious harm to family farm value added processing, local and regional food systems, conservation and wildlife protection, and organic farming.

The good news is the HELP committee could fix those problems with the adoption of some common sense provisions to retain a crack down on corporate bad actors without erecting dangerous new barriers to the growing healthy food movement based on small and mid-sized family farms, sustainable and organic production methods, and more local and regional food sourcing.

The National Sustainable Agriculture Coalition and the National Organic Coalition, have fashioned just such a set of common sense provisions that must be added to S 510.

We urge you to contact your Senator on the HELP Committee (list below) and urge them to support the NSAC/NOC amendments!

It's easy to call. If your Senator is on the HELP Committee (see the list below), please call or fax their office and ask to speak with the aide in charge of food safety issues. You can also call the Capitol Switchboard and ask to be directly connected to your Senator's office, 202-224-3121.

The message is simple: "I am a constituent of Senator _____ and I am calling to ask him/her to support the proposals for amendments to S 510 offered by the National Sustainable Agriculture Coalition and the National Organic Coalition."

Specifically, ask them to support the following key principles:

- * The bill should provide small and mid-sized family farms that market value-added farm products with training and technical assistance in developing food safety plans for their farms.

- * The bill should direct FDA to narrow the kinds of farm activities subject to FDA control and to base those regulations on sound risk analysis. (Current FDA rules assume, without any scientific evidence or risk analysis, that all farms which undertake any one of a long list of processing, labeling or packaging activities should be regulated.)

- * The bill should direct FDA to ease compliance for organic farmers by integrating the FDA standards with the organic certification rules. FDA compliance should not jeopardize a farmer's ability to be organically certified under USDA's National Organic Program.

- * The bill should insist that FDA food safety standards and guidance will not contradict federal conservation, environmental, and wildlife standards and practices, and not force the farmer to choose which federal agency to obey and which to reject.

- * Farmers who sell directly to consumers should not be required to keep records and be part of a federal "traceback" system. All other farms should not be required to maintain records electronically or records beyond the first point of sale beyond the farmgate.

For more information on the Senate Food Safety bill, please see NSAC's Talking Points here and its Policy Brief, Food Safety on the Farm.

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3. Subject: Advocacy political organization contends proposed cap-and-trade legislation will benefit farmers, environment

Content Source: NGO - Advocacy
Content Type: Commentary/Opinion
Distribution Type: Web 1.0 - News
Primary Media Type: Static

URL: Center for American Progress: http://www.americanprogress.org/issues/2009/11/offsets_farmers.html

Online Influence: High	Appears in Visible Online Environment: No	Stant: Neutral
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Traction:

Earth Blips: <http://earthblips.dailyradar.com/story/carbon-offsets-would-be-a-boon-to-farmers/>
USAGnet: <http://www.usagnet.com/story-national.php?id=2370&yr=2009>

Summary: Advocacy political organization Center for American Progress posted a lengthy commentary contending despite opposition by agriculture industry stakeholders, such as Iowa Senator Chuck Grassley, the proposed cap-and-trade legislation will likely benefit the nation's agricultural industry.

The article features quotes by government officials and organizations, such as Agriculture Secretary Tom Vilsack and the Environmental Protection Agency, and cites academic studies, including the recent University of Tennessee study released this week, which contend the proposed legislation will not only curb carbon pollution but also provide farmers the ability to profit from conservation measures that capture or store carbon and cut emissions of other harmful gases such as methane from livestock waste and nitrous oxide used in fertilizer. These measures, the commentary notes, will translate into increased profits for farmers.

The commentary concludes, "Progressive voices in American agriculture understand that farmers and rural America have a great deal to lose from climate change and much to gain from a robust policy to cut carbon pollution."

Recommendations: No action recommended at this time.

Relevant content excerpt:

Carbon Offsets Would Be a Boon to Farmers

When it comes to legislation cutting carbon pollution, two Iowans steeped in agriculture policy take very different views of the likely impact on rural America.

"The agriculture industry and rural communities will be some of the hardest-hit areas," says Senator Chuck Grassley (R-IA).

"For American agriculture, the income benefits will outweigh costs, particularly over the long term," says Tom Vilsack, Iowa's former governor and now secretary of agriculture in the Obama administration. "For rural Americans, it will help create new economic opportunities and green-energy jobs."

Secretary Vilsack has it right. While no one can precisely predict what the economic impacts will be of either the American Clean Energy and Security Act, H.R. 2454, which passed the House in June, or the Clean Energy Jobs and American Power Act, S. 1733, now under consideration in the Senate, most thoughtful analysis contradicts the doomsday scenarios seen by some farm state lawmakers and representatives of big agriculture.

For American farmers and the rural areas where they live, clean-energy and carbon-pollution-cutting legislation will mean significant economic benefits. A clean energy economy built on wind, solar, and biofuels including gas derived from anaerobic digestion of manure will bring vitaly needed economic development to the rural areas that are home to most of those resources. And taking action now will help prevent the often catastrophic impacts of doing nothing, including droughts, heavy downpours, and floods,

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all of which will reduce crop yields and cut farm income.

One of the key upsides to legislation curbing carbon pollution is it will give farmers the ability to profit from conservation measures that capture or store carbon and cut emissions of other harmful gases such as methane from livestock waste and nitrous oxide used in fertilizer. Those practices include no-till and reduced-till farming, using less fertilizer, planting trees or cover crops, and capturing methane from livestock operations. Farmers, who are not subject to the pollution caps in the legislation, will be able to sell those offsets to industrial polluters whose emissions are capped and can't meet their targets on their own or find they can do it more cheaply by buying offsets from farmers.

Both the Department of Agriculture and the Environmental Protection Agency see a huge market opportunity for farmers in offsets that will boost their incomes and help strengthen rural economies. EPA's estimate of the House bill is a \$20 billion offset market by midcentury.

As Vilsack wrote in a recent commentary in the *Wichita Eagle*: "Over the long term, the benefits will far outweigh costs, growing to almost \$15 billion to \$20 billion in 2040-50. At that rate, agricultural offsets could be worth more than 5 percent of today's total agricultural sales."

Vilsack also explored the impact of carbon pollution reduction legislation in testimony before the Senate Environment and Public Works Committee on October 27, 2009:

"While farmers, ranchers, and forest landowners have a lot at stake if we fail to act, they also have much to gain if we address climate change quickly and wisely," he said. "Rural America has an unprecedented potential for economic development and job growth through new energy technologies...A robust carbon offsets market will provide farmers, ranchers, and forest landowners with the potential for new sources of income."

The U.S. Department of Agriculture's analyses of both the House and Senate bills, said Vilsack, show "that economic opportunities for farmers and ranchers can outpace—perhaps significantly—the costs from climate legislation."

American agriculture is well positioned to take advantage of these opportunities, according to a report from the Center for Rural Affairs: "[A]griculture can play an important role in mitigating these damaging emissions, both by reducing its own emissions and by sequestering carbon. Given U.S. agriculture's current climate, the quality and volume of its soils, the competence of its farmers, the maturity of its science and technology, and the sophistication of its policy institutions, there is no national agricultural complex better suited to carbon sequestration than U.S. agriculture."

Though farmers will face some higher costs for fuel, fertilizer, and electricity under carbon-pollution-reduction legislation, analysts say the potential extra income from selling offsets will easily outpace those costs.

"Depending on the carbon pricing scheme, farmers could increase their net profits by up to 24 percent," notes the Agricultural Carbon Market Working Group, with additional income coming "from a number of sources including revenue from the production of low-carbon biofuels and an increase in commodity prices caused by changes in management practices."

A University of Tennessee study released on November 11 also predicts that farm revenue will grow by \$13 billion a year with a well-designed trading system in carbon offsets.

Iowa State University economist Bruce Babcock analyzed the impacts on Iowa corn and soybean farmers from climate legislation and predicts higher production costs of about \$4.52 per acre (1 percent to 2 percent), but additional income of about \$8 an acre by shifting to no-till farming.

Further, a study prepared for the Nicholas Institute for Environmental Policy Solutions at Duke University concluded "that the agricultural sector would be placed in a favorable position" by policies that cut carbon pollution and establish a market for offsets.

"While agricultural producers will feel the input price ramifications of restrictions on fossil fuel-intensive input suppliers (energy, fuels and fertilizers in particular), they can benefit in several ways. First, a

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portion of production cost increases can be passed on to consumers in the form of higher prices. Second, new revenue opportunities may exist for bioenergy feedstocks. Third, by being outside the [carbon pollution] cap, agriculture and forestry are a considerable potential source of offsets for sale."

Progressive voices in American agriculture understand that farmers and rural America have a great deal to lose from climate change and much to gain from a robust policy to cut carbon pollution.

As National Farmers Union President Roger Johnson told the House Agriculture Committee in June: "Failure to reduce [carbon pollution] emissions poses significant economic impacts on agriculture and populations whose welfare is of special interest to the agricultural community. Models of climate change scenarios demonstrate increased frequency of heat stress, droughts, and flooding events that will reduce crop yield and livestock productivity."

Carbon offset projects, he added, "could be valuable revenue streams for producers who will experience increased agricultural input costs."

4. Subject: DOJ, USDA set workshop schedule to address competition concerns in agricultural industry

Content Source: Government
Content Type: News/Announcement
Distribution Type: Web 1.0 - News
Primary Media Type: Static

URL: PR Newswire: <http://www.pnewswire.com/news-releases/justice-department-and-usda-set-dates-for-workshops-to-explore-competition-and-regulatory-issues-in-the-agriculture-industry-69988247.html>

Online Influence: High	Appears in Visible Online Environment: No	Slant: Negative
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Summary: The Department of Justice and the U.S. Department of Agriculture (USDA) announced the dates and locations of joint public workshops that will explore competition and regulatory issues in the agriculture industry.

The all-day workshops, which will begin in March 2010, will be held in Alabama, Colorado, Iowa, Washington, D.C. and Wisconsin, and aim to promote dialogue among interested parties and foster learning with respect to the appropriate legal and economic analyses of these issues, as well as to listen to and learn from parties with experience in the agriculture sector.

Each workshop may feature keynote speakers, general expert panels, and break-out panels that will address more narrowly-focused issues. At each workshop, the public will have an opportunity to ask questions and provide comments.

Analysis: These workshops, which were first announced by Attorney General Eric Holder and Agriculture Secretary Tom Vilsack on Aug. 5, 2009 to address concerns over lack of competition in the agricultural industry. They are the first joint Department of Justice/USDA workshops ever to be held to discuss competition and regulatory issues in the agriculture industry. a full list of workshops and cities are available here: www.usdoj.gov/atr/events.htm

Recommendations: v-Fluence is available to discuss amplification of statements responding to the launch of these workshops.

Relevant content excerpt:

Justice Department And USDA Set Dates for Workshops to Explore Competition and Regulatory Issues in the Agriculture Industry

Workshops to be Held in Alabama, Colorado, Iowa, Washington, D.C. and Wisconsin

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WASHINGTON, Friday, Nov. 13, 2009 - The Department of Justice and the U.S. Department of Agriculture (USDA) announced today the dates and locations of joint public workshops that will explore competition and regulatory issues in the agriculture industry. The workshops, which were first announced by Attorney General Eric Holder and Agriculture Secretary Tom Vilsack on Aug. 5, 2009, are the first joint Department of Justice/USDA workshops ever to be held to discuss competition and regulatory issues in the agriculture industry. The all-day workshops, which will begin in March 2010, will be held in Alabama, Colorado, Iowa, Washington, D.C. and Wisconsin.

The goals of the workshops are to promote dialogue among interested parties and foster learning with respect to the appropriate legal and economic analyses of these issues, as well as to listen to and learn from parties with experience in the agriculture sector.

Each workshop may feature keynote speakers, general expert panels, and break-out panels that will address more narrowly-focused issues. At each workshop, the public will have an opportunity to ask questions and provide comments.

The attendance and participation of the public is encouraged throughout the series of workshops. With the goals of generating further dialogue and understanding the issues, the workshops will involve farmers, ranchers, processors, consumer groups, agribusinesses, government officials, and academics. This collection of stakeholders will create a forum for discussion and will ensure various industry perspectives.

The Department of Justice and USDA are also asking for comments in advance of the workshops. Interested parties should submit written comments in both paper and electronic form to the Department of Justice no later than Dec. 31, 2009. All comments received will be publicly posted. Two paper copies should be addressed to the Legal Policy Section, Antitrust Division, U.S. Department of Justice, 450 5th Street, NW, Suite 11700, Washington, D.C. 20001. The electronic version of each comment should be submitted to agriculturalworkshops@usdoj.gov.

Additional updates and information, including agendas and speakers, will be posted on the Antitrust Division's events website at www.usdoj.gov/atr/events.htm

5. Subject: Reuters content gains international visibility claiming farms and the potential link to GHG emissions is at issue in U.N. Copenhagen climate talks

Content Source: Other/Unaffiliated
Content Type: Commentary/Opinion
Distribution Type: Web 2.0: Authored Blog
Primary Media Type: Static
URL:

Africa Reuters

<http://af.reuters.com/article/topNews/idAFJ0E5AC0B320091113>

Online Influence: High

Appears in Visible Online Environment: n/a

Slant: Negative

India Reuters

<http://in.reuters.com/article/worldNews/idINIndia-43922320091113>

Online Influence: High

Appears in Visible Online Environment: n/a

Slant: Negative

UK Reuters

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<http://uk.reuters.com/article/idUKTRE5AC1N820091113>

Online Influence: High

Appears in Visible Online
Environment: n/a

Slant: Negative

Additional Traction:

<http://tweetmeme.com/story/273018212/farms-on-the-radar-at-copenhagen-climate-talks-green-business-reuters>

Summary: International wire service Reuters posted content (largely on non-US sites) leveraging the upcoming UN climate change conference in December in Copenhagen. The content is presented as a "news" story and includes messaging critical of large-scale farming practices:

The public must debate what kind of farming they wanted, for example to choose between housed, low-carbon cows, and roaming, less carbon-limited beasts, said Allan Buckwell, policy director at Britain's Country Land and Business Association.

Analysis: The pickup of this content was largely limited to Reuters sites in India, UK and South Africa. Similar issues-focused content will likely be generated in the run-up to, and throughout, the Copenhagen talks.

Recommendations: v-Fluence is available to discuss tactics to influence the negative online message environment.

Relevant content excerpts:

LONDON (Reuters) – U.N. negotiators will next month put farming onto the radar of climate regulations for the first time, but governments face aggressive lobbies and gaps in the science proving the extent of agricultural emissions.

Farming is both a likely victim of climate changes including more droughts and floods, and a cause, through the release of greenhouse gases from fertilizer and cattle. The sector also has a wide impact through soil management.

Much public focus is on saving the world's forests to slow climate change, but soils hoard three times more carbon than all the world's plants, underlining how farm management can significantly counter or add to manmade carbon emissions.

Farmers can lock up carbon by tilling the soil less and by improving the fertility of the land, for example adding organic matter including dung and crop waste.

A U.N. climate meeting in Copenhagen in December may launch a research programme to test low-carbon incentives, possibly targeting the 2 billion poor living on small farms, for roll-out from 2013 under a new global climate treaty.

In fertilized countries, new rules will limit or at least monitor farm carbon from as early as 2012 in the United States and Europe, and from 2015 in Australia and New Zealand.

"They're lucky to have got away with it this far, it should be included in a U.S. climate bill and in Copenhagen," said Robert Goodland, formerly of the World Bank and co-author of a report which last month caused a stir by estimating that farm livestock account for 51 percent of all global greenhouse gases.

The estimate included carbon emissions from burning trees to clear land for cattle, and cows' respiration as well as their methane-rich burps, and took account of new research suggesting methane is a stronger greenhouse gas than previously thought.

More conventional estimates put agriculture at about 14 percent of global greenhouse gases, rising to a third including deforestation.

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TOOLS

Uncertain accounting is a critical obstacle in harnessing the potential of the agricultural sector and especially soils, which in theory could cut annual global greenhouse gas emissions by as much as 10 percent from present levels by 2030.

One example of the scientific fog is no-till, where farmers plough the soil less and so retain more carbon. But in soggy land that can increase emissions of nitrous oxide – a far more potent greenhouse gas than carbon dioxide, scientists say.

"We know farm management has a very significant influence on how much carbon is in the soil," said Cesar Izaurralde, a soil scientist at the U.S. Pacific Northwest National Laboratory. "I think in the next two to three years the research community will have the tools ready."

A new U.N. paper proposed last Friday at climate talks in Barcelona a "programme of work" to add farm research to the climate deal to be agreed in Copenhagen, which could pave the way for support for low-carbon incentives in developing nations.

The World Bank's BioCarbon Fund gives a glimpse of how that may unfold, trialling two projects in Kenya to lock carbon into the soil, and so generate offsets for sale to rich polluters in the developed world.

"The projects we're working on are real projects," said Johannes Woelcke, the World Bank's team leader for the Kenya trials which will cut carbon dioxide emissions by an estimated 130,000 tonnes annually, involving 90,000 small-scale farmers.

"We're demonstrating that this is working. Of course there needs to be further work on accounting methods."

Like other experts, Woelcke hopes the final text from Copenhagen will refer to agriculture – unlike the existing Kyoto Protocol – and support more trials and research.

WARY

In the developed world, governments have to decide for themselves how to limit farm emissions. Lobbies are wary of steps to embrace the sector in climate change policies.

New Zealand and Australia have plans to limit farm emissions under cap and trade schemes. The European Union and U.S. plan focus on rewards through carbon offsets or direct payments.

"We're not happy with an emissions trading scheme full stop, we remain emphatically opposed," said Don Nicolson, president of Federated Farmers of New Zealand. The American Farm Bureau (AFB) opposes draft U.S. climate bills which would cap carbon emissions from industry, but not from agriculture.

"We oppose the bills in congress," said Rick Krause, senior director of congressional relations for the AFB, saying the bills would raise fuel and fertilizer costs.

The public must debate what kind of farming they wanted, for example to choose between housed low-carbon cows and farming less carbon-intensified beasts, said Allan Blackwell, policy director at Britain's Country Land and Business Association.

Randy P. Krotz, Senior Vice President
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- ^[1] Outreach reporting, including tactics/campaigns and associated measurements, are included in this summary as they relate to brand, product and/or general/related spaces.
- ^[2] Aggregated items included traction from
- ^[3] v-Fluence's Online Influence Index is based on various validated third-party data sources, such as Alexa, Google (PageRank) and Technorati (Authority), as well as the number of links pointing in (LPI), effective use of visibility-generating tactics like hyperlinking and tagging and more. If you'd like to receive associated data along with your daily snapshots, please let us know.
- ^[4] The visible environment is made up of the most visible and influential online destinations that show up in Google, MSN and Yahoo! when people search for brands, products and related issues specific to a particular market or scope, as identified through v-Fluence's in-depth benchmark research and language analysis.
- ^[5] Favorable, negative, neutral or balanced toward Syngenta Corporation specifically and/or pesticides in general.
- ^[6] Please contact us if you'd like to receive copies of original content on a daily, weekly or monthly basis.
- ^[7] Please contact us if you'd like to receive copies of original content on a daily, weekly or monthly basis.

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From: Goldsmith Steven USGR
Sent: Friday, November 20, 2009 8:03 AM
To: Ford Sherry USGR; Josh Gilder
Subject: FW: Atrazine op-ed submission
Attachments: Rob Elliott Atrazine op-ed 11-18-09.doc

From: Chris Robling [mailto:crobling@jaynethompson.com]
Sent: Thursday, November 19, 2009 11:37 AM
To: gary.sawyer@lee.net
Cc: clusvardi@herald-review.com; tbraidterry@ilcorn.org
Subject: Atrazine op-ed submission

Dear Mr. Sawyer,

As we were just talking, corn production's mainstay herbicide atrazine is under assault in both a Madison County courtroom and at EPA. Illinois Corn Grower Association president Rob Elliott offers his perspective on why and how this is happening in the attached 400-word op-ed.

We hope this is of interest to the Herald-Review. Please don't hesitate to contact me if I can assist you in any way. Rob's contact info is included in the attached file, and Tricia Braid Terry of the ICGA is also copied.

Thank you very much,

Sincerely,

Chris Robling

Chris Robling
Principal
Jayne Thompson & Associates
Suite 2200, 33 North Dearborn Street
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v 312-658-0445
f 312-658-0464
m 312-343-2026
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From: Goldsmith Steven USGR
Sent: Tuesday, December 01, 2009 5:25 PM
To: Eileen Doherty
Cc: Clark Judge; Ford Sherry USGR; Nadal Alan USGR
Subject: RE: Attorney-Client Privileged and Confidential Information. Thursday, 12/3/09 DC Office Meeting Agenda

Eileen - I hope things will be OK with Josh's family. Please send our best.

As you saw from the agenda, we'll have a pretty detailed day of discussions about how to tackle the federal government outreach, including establishing goals and ownership of key objectives for the next year.

If you can contribute some high-level thoughts in writing tomorrow on what some of the objectives the White House Writers Group has discussed in support of these initiatives, that would be helpful. That way, the team can have those to consider for the start of the meeting.

On Thursday, we'll need you and Clark to join us at 11 to help discuss some of the specific activities that must be done, and where the WHWG will contribute strategy, communications materials and specific outreach to target audiences. We'll continue the discussion as we review regulatory and political affairs and action plans.

We can chat anytime tomorrow.

Thanks,
Steve

From: Eileen Doherty [mailto:edoherty@whwg.com]
Sent: Tuesday, December 01, 2009 4:39 PM
To: Goldsmith Steven USGR
Cc: Clark Judge
Subject: FW: Attorney-Client Privileged and Confidential Information. Thursday, 12/3/09 DC Office Meeting Agenda
Importance: High

Steve,

Just heard from Josh who wanted to let you know that he would like Clark and me to be at the meeting on Thursday. He is out of the office with a family emergency and so I am not sure he will be calling you. Is there anything I can help you with?

Eileen

Eileen Doherty
Senior Director
White House Writers Group
1025 Thomas Jefferson Street, NW
Washington D.C. 20002
202-743-4600 - office
202-360-0585 - cell

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From: <steven.goldsmith@syngenta.com>

Date: Tue, 1 Dec 2009 14:24:23 -0500

To: <JGilder@whwg.com>

Cc: <alan.nadel@syngenta.com>; <sherry.ford@syngenta.com>

Subject: FW: Attorney-Client Privileged and Confidential Information. Thursday, 12/3/09 DC Office Meeting Agenda
Josh -

Attached is agenda and information for Thursday government affairs meeting. I left you a voicemail regarding attendance - we think it's important to keep the group smaller at this meeting, so let me know if you want to make modifications to the names of WHWG attendees listed below.

Dennis Kelly's pass at discussion topics are listed below. We haven't yet discussed these items as far as our work goes - so there's no decision made that these things are in "the plan" so if you have suggested topics you'd like to add to this list, or remove from this list, please let me know so we can preview with the team.

Call when you get a chance.

Thanks.
Steve

From: Kelly Dennis USGR

Sent: Sunday, November 29, 2009 1:04 PM

To: Nadel Alan USGR; McFarland Janis USGR; Campbell Dan USGR; Carroll Beth USGR; Goldsmith Steven USGR; Flakne Dave USGR; Farmer Danelle USGR; Barlow Todd USGR; Day Lloyd USWS; Ford Sherry USGR

Subject: Attorney-Client Privileged and Confidential Information. Thursday, 12/3/09 DC Office Meeting Agenda

Importance: High

Hi Group,

I have a dinner reservation for a party of 6 at Ceiba Restaurant 701 14th Street at 7:00 pm for Weds, 12/2/09. Please let me know if you will joining us.

Thanks for the agenda ideas. Here is the draft agenda timeline, participants and discussion topics. We have a lot of issues to discuss. The challenge will not to bog down too deep into the specifics. I am hopeful that after we decide what our 30 and 90 day plans are, the most critical issues will become clearer- and we can focus on them. Remember, our goal is to quantify what we need to do (and can accomplish) politically and regulatory process-wise, in the next few months. We will have to schedule other meetings in the future to work on the "larger policy or science issues".

9:00 am - 11:00 am

Participants-Janis McFarland, Alan Nadel, Dan Campbell, Angus Kelly, Lloyd Day, Danelle Farmer, Dennis Kelly, Dave Flakne, Todd Barlow, Steven Goldsmith, Sherry Ford.

Agenda:

- Discussion of goals.
- Framing the key "must accomplish" for the day.
- Establishment of draft timeline(30 and 90 and 180 day plans) for actions.

11:00 am -1:00 pm

Participants-joining Syngenta group are Josh Gilder, Jeff Morris, Chris Rabling (WWG)

Agenda:

Discussion of communication needs, timeline and strategy.
Working lunch.

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1:00 pm -2:00 pm

Participants-joining the Syngenta and WWG group are Pat Donnelly, Lisa Jaeger, Scott Slaughter, Kip Coddington, Erik Janus, Ray McAllister (Reg Group)

Agenda:

Regulatory Discussion.

2:00 pm -3:30 pm

Participants- joining the Syngenta and WWG group are, Sam White, Kipp Coddington, Hunt Shipman, (Reg Group departs)

Agenda:

Political Discussion.

3:30 pm - 5:00 pm

Participants- Syngenta and WWG only.

Agenda:

Agreement on plan and completion of path forward.

Below, I have listed some of the suggestions that team members have sent to me and have attempted to slot them into the appropriate times for discussion. Please look over these, prior to the meeting. Some of these will need to be discussed in more than one timeslot, but have not listed them more than once. I have attached a full copy of the Word document that Angus sent to me. I have edited certain parts of this into the timelines below, as appropriate. I have also attached the Word document that Beth has sent me dealing with Regulatory inputs.

9:00 am to 11:00 am

1. Utilize National & State Ag Groups Leadership and Members: Most Ag. Commodity groups make winter visits to Washington, DC and make Capitol Hill and regulatory agency visits. Let's make sure all their talking points include the Atrazine Re-Registration process as 1st on the list. In addition let's make sure they flood the EPA phone lines and hall ways asking for meetings with EPA staff from the lowest level all the way to top. The national meetings usually take place from January-March. National Corn Growers Association, National Wheat Growers Association, National Sorghum Producers, Sugarcane Groups, etc...

2. First our strategy needs to be segmented by stakeholder group (then by Issue or message to address).

1. Policy Makers - State & Federal

2. Commodity Groups

3. Individual Producers / Farm Managers / Consultants

4. State & National Associations

5. Universities / Academia

6. Resource Experts / Researchers

7. State Agencies Dept of Ag / State EPA's

8. NGO's, Friendly Conservation & Wildlife Groups

9. Etc...

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3. For each industry segment or stakeholder group above we need to create the following.
 1. A list of key allies. Including key contact and Syngenta lead.
 2. Their role / area of expertise by topic/issue.
 3. Education and outreach needed to bring them up to speed.
 4. Materials and talking points targeting groups interest or key issues / area of expertise.
 5. Our ask: What do we need them to do?
4. Feb SAP

Company comments to EPA
Message Development for Third party use
-Illustrations of AMP; graph of atrazine levels (comparisons to other compounds)
-MOU summary in layman's terms
-Cost data in time and resources spent on atrazine reviews by SYT, USG, etc
-coordination of messages in allies publications/updates at winter meetings
Fischer/Mack meet with EPA Administrator
-letter to Administrator
House and Senate Committee Staff keep pressure on EPA (letters)
Briefings with Allies
Trade Associations
Growers
State Affairs
Universities

11:00 am-1:00 pm-Communications

1. Corporate Connections: We really need to discover some really big corporate/business supporters (not necessarily ag folks) of the Obama administration and get them to put a bug in the ear of the White House that says "You can only go so far with undue regulation before business begins to push back" Perhaps Warren Buffet, etc... Tie in the economic angle
2. In the spring utilize an individual farmer campaign where they mail in their seed corn tags with a message written on them. Targeting the EPA, the White House or Members of Congress. This has been done in the past with great recognition and success. This would be a great way to get our Sales Team involved, this would likely be coordinated by the National Corn Growers Association.
3. We need to create a timeline to insure that groups / individuals critical to the success of the February SAP are targeted first. This can then be prioritized along with the more general political contacts, letters, resolutions and support activities.
4. We also need to identify any longer term needs, such as research or published papers that will be critical to the success of each SAP.
 - a. What is needed

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- b. Who can or should be approached / retained
- c. Work product, paper, report, etc. and timeline for publication

Example: Heidelberg College and monitoring frequency, Fawcett and updated info on importance to No-Till & Yield info... Other essential "Docket Enhancement" information.

5. Letters sought from key state agency.

- Will need to focus mostly on "process" issues & concerns.
- We need to develop talking points & key process issues and concerns for state agencies.
- Support and importance of science based review.
- SDWA monitoring and notice methodology – cost vs benefit – unfunded mandate.

(Need to consider one on one education needs of State Drinking Water Administrators)

- Importance to No-Till efforts... Resistance Management.

- University support will likely be necessary to obtain broad state support and agency letters.

6. Should Syngenta or the Triazine Network ask friendly Weed Scientist's (NCWSS) to create a Task Force to serve as a resource & liaison with the producers – Triazine Network. How important will strong University support & involvement be to our success.

7. Need to discuss how we expand the current "Communications Campaign" beyond the current media "punch counter punch".

- a. Are there additional needs to support planned strategy
- b. Different messages.
- c. Different audiences etc.

1:00 pm-2:00 pm-Regulatory

1. Investigative Reporter: Obtain the services of a well know investigative reporter to probe around the EPA, Looking for use of wasted funds, connections to environmental groups (NRDC), Tillery-Barron & Budd, etc... The headline should read something to the effect "who is really running the EPA" ?? At a minimum utilize the advice of a Investigative Reporter to council us on what buttons to push and cages to rattle.

2. Need to consider if State and federal associations should continue to push for an extended comment period... Given that the Nov 3rd SAP was during harvest... Do we want to load up the docket with "thousands of letters". It isn't likely that we will hit 80,000 again but what are the benefit of doing this and is there a need for another campaign. It will take time away from other targeted priorities.

3. Beth Carroll has sent the attached "Meeting Input" Word document. We will need to prioritize these

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contacts/issues

2:00 pm-3:30 pm-Political Strategy

1. Kent Conrad (ND) Utilize any means to get to Senator Conrad and utilize his Budget Committee Chairman status and his likely new appointment to the White House Deficit Commission (yet to be formed). Work with him to use the EPA's wasted use of time and money on duplicate work as a poster child example of waste. Even if he does not bite or waving a flag for us, perhaps he makes a few calls to the administration or the EPA officials and rattles the cage.

-Possible Contacts to Conrad- 1. Doug Gehring ND Commissioner of Ag. 2. ND Corn Growers 3. Farmers Union 4. DC Lobbyist

2. Clearly we needs to focus our State & Federal political outreach with key Democratic members/leaders or influential Republican members on key committees, agriculture & approps.

- a. Constituent contacts planned -- coordinate with state fly-ins.
- b. Gain Assoc./Org's commitment for Atrazine/Simazine to be addressed with key members
- c. Draft briefing packets created for stakeholder groups use. (also state briefing packets with state specific facts)
- d. Resolutions sought from key State Legislative Committees -- (Ag & Environment where possible)
 1. Targeted/sent to key administration officials
 2. Used during constituent visits with congressional delegation.
 3. Used during policy discussions with congressional candidates (D's & R's) in key rural districts.
 4. This needs to be seen as a potential liability "potentially additional lost seats in mid-term election".
 3. How do we utilize existing Syngenta lobbyists and allies in this process for DC outreach.
 4. See Legislators identified in Angus' attached Word Document.

Dennis Kelly, F-2035
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December 2, 2009

MEMORANDUM FOR SHERRY FORD

FROM: The White House Writers Group

SUBJECT: ROUNDUP MEMO

As we move into the third month of our engagement with you, we thought it might be helpful to review all that we have worked on from October 7 through November 20. In this memo we have included all collateral materials, briefings that were conducted and outreach efforts with the media, elected officials and third parties. Many of these are ongoing projects that will need to be updated periodically such as our outreach efforts with media and third party recruits.

Drafted General Collateral Background Materials

- Fact sheet
- Frequently Asked Questions
- Atrazine Sound Science
- Atrazine Q&A

October 28 Prep For Lawsuit

- Drafted four Op Ed's
- Outreach and development of third party signers
- Developed list of potential supporters in state legislature for future support as lawsuit moves forward.
- Recruited Allies: We had initial contact with the following and these are precisely the types of people we would approach in additional states should you decide to go that route.
 - State Representative Patrick J. Verschoore (D-72), Vice Chairman of the Illinois House Agriculture and Conservation Committee, is supportive of our cause and has agreed to assist us as needed. Verschoore represents Rock Island County, located on the northwest border of the state. 2000 census numbers indicate a median household income or roughly \$38,000, below the national average.

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Roughly 20 percent of the county's employment comes from manufacturing. They also seem to have an active county farm bureau. Their newspaper, The Quad City Times, cover the Davenport, Bettendorf, Moline, Rock Island and the Quad Cities area of Iowa and Illinois.

- o State Senator John M. Sullivan (D-47), Chairman, Majority Appropriations, former chair of the Senate Agriculture Committee, and member of Senate President John Cullerton's leadership team. Sullivan is a family farmer whose district borders Missouri. He has offices in Quincy and Macomb, in Adams County. It is considerably rural. The median income for a household in the county was \$34,784, and the median income for a family was \$44,133. The per capita income for the county was \$17,894.
- o State Representative Don Moffitt (R-74). Moffitt sits on the House Agriculture and Conservation Committee and represents Galesburg in Knox County, and is also considerably rural. The median income for a household in the county was \$35,407, and the median income for a family was \$44,010. The per capita income for the county was \$17,985. Moffitt also has a farming background.
- o State Representative Lisa Dugan (D-79). Dugan sits on the House Agriculture and Conservation Committee and represents parts of Kankakee County, located on the border of Indiana just south of Cook County. The median income for a household in the county was \$41,532, and the median income for a family was \$48,975. Dugan is a member of IBEW Local 176 and is also the former president of the Bradley-Bourbonnais Chamber of Commerce.
- o State Senator John Jones (R-54). Jones is the Assistant Minority Leader of the State Senate and the Minority Spokesman on the Senate Agriculture Committee. He represents the Jefferson County area in south central Illinois. The county is rural, with a median income for a household in the county was \$33,555 and the median income for a family was \$41,141. Prior to becoming State Senator, Jones served in the United States Air Force.

November 3 Prep for SAP

- Editorial input on EPA docket submission
- Developed EPA backgrounder
- Extensive briefing from Tim Pastoor on various Ag studies
- Conducted Murder Board to prep Tim Pastoor for media interviews prior to November 3 SAP. This involved message development and developing specific Q&A for that day.
- Coached and took part in all media interviews with Tim Pastoor on November 2. This also involved pitching reporters and booking interviews.
- Briefed by Janis McFarland and team in Washington to get a clear understanding of EPA history, process and contacts to leverage.

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- Drafted three op ed's - one for a DC paper and two for regional papers
- Developed all materials for media packet

Media Placement to date:

- 10/30 - Rochester Post-Bulletin -Op Ed signed by Lori Feltis, Minnesota Corn Growers Association. (MN)
- 11/1 - NAFB - ANR with Ken McCauley, former president of the National Corn Growers Association (KS).
- 11/2 - Washington Times -Op Ed signed by Alex Avery, Director of Research at the Hudson Institute Center for Global Food Issues. (DC)
- 11/2 - Des Moines Register - 11/2 Letter to the Editor signed by Curt Zingula, Iowa Farm Bureau Federation (Linn County, IA)
- 11/2 - NAFB - ANR with Marcie Williams, President American Agri-Women (OH)
- 11/3 - NAFB - ANR with Gerald Simonsen, Chairman, National Sorghum Producers (NE)
- 11/5 - NAFB - ANR with Mike Robichaux, sugar grower with Louisiana Farm Bureau. (LA)

Website

- Message development
- Brainstorming with team for a day to work out what needed to be included
- Drafted content including mission statement, Facts and Fears, petitions for taking action, issue statements and other copy.

Ongoing Op Ed Development

- Re-wrote tops to all op ed's that had not been placed to reflect current state of the lawsuit and the upcoming February SAP at EPA.

Additional Media Outreach

- Wall Street Journal - Met with members of the Wall Street Journal Editorial Board to brief them on new activist regime at EPA and how industries will be affected.
- John Stossell at NBC - We have drafted a briefing paper for John Stossell outlining the history of atrazine, the status of the current lawsuit and the individuals involved. At the producers request, we are currently making the economic case for them should the EPA be successful in banning atrazine.

Third Party Outreach

- American Enterprise Institute (AEI) - followed-up with Jon Entine to pesticides conference they hosted.
- Pacific Research Institute (PRI) - Spoke with Institute President Sally Pipes to talk about support for issue and to brainstorm on possible experts who we

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could reach out to for support. That resulted in recruiting a professor of Agricultural & Biosystems Engineering at Iowa State University.

- Renewable Fuels Association – met with them and the issue is not one that they want to be engaged in at the moment. We will keep them briefed.
- Steven Hayward AEI/PRI – author of leading economic indicator report. We met with him and briefed him on upcoming issues at EPA.
- John Miller – AEI and author interested in the issue.
- Significant additional outreach to Ag lobbyists and highly influential Washington insiders and policy leaders.

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From: Clark Judge [cjudge@whwg.com]
Sent: Friday, December 11, 2009 10:24 AM
To: Nadel Alan USGR
Cc: Ford Sherry USGR; Goldsmith Steven USGR; Eileen Doherty; Joshua Gilder; Adam D'Luzansky
Subject: Attorney-Client Privileged and Confidential Information: Strategy
Attachments: Combined Strategy.doc

Alan/Sherry,

Last night we sent the attached memo, prepared at Sherry's request. We neglected to put on the "Attorney-Client Privileged and Confidential Information" notice or to address the email to Alan. The corrected version is attached. Please dispose of the previous version.

Clark

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From: Josh Gilder [joshgilder@aol.com]
Sent: Tuesday, October 20, 2009 8:05 AM
To: Clark Judge; Eileen Doherty; Mark Davis; Adam D'Luzansky; Jeffrey Morris; Doug Badger; Mike Burita; Pastoor Tim USGR; Ford Sherry USGR; Goldsmith Steven USGR; crobling@jaynethompson.com; Nadel Alan USGR; jthompson@jaynethompson.com
Subject: Duhigg -- **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

****Privileged and confidential. Attorney work product. Prepared at the request of counsel.****

All: I believe Duhigg's interview on NPR represents the new line of attack on atrazine, and just as the other side has been getting its organizational duck in a row, they have advanced their message in a way that will require a certain amount of catching up on our part. This advanced message is that "new science" suggests that exposure to even infinitesimal amounts of atz, measured in ppb, at critical points in a pregnancy can cause birth defects or premature birth for a few members of the population. This renders past EPA decisions less compelling, as this is "new science." It is also clearly an end run around our 1000-fold safety margin. It doesn't invalidate either point, which we should continue to drive home, but it means that we need to develop good counter arguments.

I suspect these counter arguments will focus on the dubiousness of "new science" and the epidemiological studies which have shown an absence of health effects among farmers and the population at large. On the latter point, however, Tim said that the large scale agricultural survey is under a lot of pressure to find some epidemiological evidence against atz.

In the short term (in the run up to the Nov. SAP) we need to meet with Tim over the phone to get our arms around the "new science" and develop arguments for the op-eds and talking points surrounding the event. Then we need to brief allies, such as Elisabeth Whelan and Gil Ross, on the new angle of attack and how to respond. In the longer term, we need to prepare for what we do when the ag survey comes out. Otherwise we'll be continuing to lay catch up.

We're going to try to organize the call soon.

Best, Josh

Josh Gilder
Senior Director
The White House Writers Group
1025 Thomas Jefferson Street, NW
Suite 110G
Washington, DC 20007
(202) 783-4600

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system. Thank you.

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From: Eileen Doherty [edoherty@whwg.com]
Sent: Wednesday, December 02, 2009 10:06 AM
To: Ford Sherry USGR
Cc: Goldsmith Steven USGR
Subject: Round Up Memo
Attachments: MEMORANDUM FOR SHERRY FORD 12-1-09.docx

Sherry,

We will be getting you later today as requested by Steve, our thoughts outlining support for the various initiatives that you have outlined in your agenda for tomorrow.

In the meantime, we wanted to give you a memo laying all that has been accomplished to date for the lawsuit and the EPA activity.

Eileen

Eileen Doherty
Senior Director
White House Writers Group
1025 Thomas Jefferson Street, NW
Washington D.C. 20007
202-783-1600 - office
202-360-0583 - cell

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From: Clark Judge [cjudge@whwg.com]
Sent: Wednesday, December 02, 2009 4:51 PM
To: Goldsmith Steven USGR
Cc: Ford Sherry USGR; Eileen Doherty; Joshua Gilder
Subject: 30-60-90 Day Memo from WHWG

Steve,

You have asked for a memo outlining tasks we see for the next 30, 60, and 90 days

Our answer follows.

Strategy

- To inform farmers and agricultural interests throughout target states — particularly states that are pivotal in presidential politics — of a) the economic danger that EPA's anticipated actions pose to them personally, b) to assure them that in using the substances in question, they have nothing to apologize for in terms of public health and safety.
- To draw national media attention to developing anger and opposition in the target states — particularly those that are pivotal in presidential politics — raising national media questions about why the administration is, in essence, attacking the farm economies of states critical to its reelection and its party holding Congress.
- To prompt members of Congress in the target states to distance themselves from EPA, whether with a "Dear Colleague" letter or calling for a hearing to determine when the process has been so ignored on the basis of press reports and questionable science.
- To prompt the White House to look for ways to take the atrazine issue off the table.
- To create a state of affairs in which the new political leadership at EPA finds itself increasingly isolated with stories circulating that they are making unnecessary trouble for the administration and the president in key states and with key constituencies.

Why: In Washington such a state of affairs typically leads to the White House finding a way to shut down the offending activity within the errant agency.

How:

I. Themes, Voices, Targets

Themes: We must make both the environmental (banning or curtailing atrazine would hurt, not help, the environment) and economic cases (banning or curtailing atrazine would devastate the economies of targeted farm states and communities)

Voices: We will need appropriate people to advance each case. Some will be company employees, while some must be neither Syngenta employees nor consultants.

Environment: We would like to recruit two or three independent scientists, PhDs who know the research regarding atrazine and agricultural chemicals generally. We would ask them to produce op-eds and be available for interviews regarding atrazine's safety, its environmental benefits, and the bogusness of attacks based on news clips and papers that are not peer reviewed in which the scientist will not release his data.

Economies: Farmers and farm organizations of all kinds will be our best spokespersons on economics. We need to approach them, determine the extent to which they are ready to engage their members and farm communities, and work out a plan they accept for activating them.

Targets: We need to activate activities in two kinds of states and Congressional districts — those that matter to key members of Congress and those that matter to the White House.

Congressional Districts: Syngenta's lobbying staff and DDC will be able to develop this list.

White House: Ohio, Indiana, Iowa, Kansas, and Florida have been the major battlegrounds of presidential politics for the last several election cycle and all flipped from Bush in '04 to Obama in '08.

- These Midwestern states are all major corn, cattle, and hog producers.
- Florida has its sugar industry but also citrus. Citrus farmers use ametryn and other imazines. Florida's largest sugar producer is also one of its largest orange producers and, if recruited, could help recruit the Florida citrus industry.

II. To Dos in Target States

Earned Media:

Scientists: After recruiting a science team:

Media: a) help them draft and place op-eds all over the farm areas of the target states; b) distribute the op-eds in target editorial boards, reporters, ag radio, talk radio producers and hosts in the target states; c) offer the scientists for interviews

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Petition: Working with this science team, gather large numbers of signatures from agricultural scientists in Midwestern and Florida universities expressing confidence in atrazine and concern about the EPA process.

Farm Groups:

Media: Our team will provide talking points and fact sheets to give to media. In target states, we should use farm group spokespeople to: a) brief reporters, b) brief editorial writers, c) give radio interviews, d) give talk radio interviews, e) sign op-eds.

- *Presidential target states:* Be prepared to use Syngenta staff and consultants to line up interviews and briefings. These are the top priority states and we should make sure that nothing slips.
- *Congressional target states:* Rely primarily on the organizations themselves to line up media.
- *Op-ed drafting and placement:* Our team will do.

Reaching Farmers Directly: Rely on the farm groups to communicate directly with farmers for making their views known to members of Congress, with encouragement and assistance from our team as we determine it is needed.

Paid Media:

Radio actualities: Using both scientists and farm group spokespeople in target states.

Radio advertising: For ag radio in presidential target states.

III. To Dos in National Media:

National Media Briefings:

WSJ: Brief *Wall Street Journal* editorial board on substance of issue.

- *National Substance Story:* to use editorials at *WSJ* to build awareness of substantive issues (safety, environmental impact, economics) in both Washington and target states and reinforce Washington awareness of developing problem for members and the president that the challenge to atrazine poses.

Political Media: Brief *WSJ* ed board and others (*Politico*, for example) on developing presidential politics of the issue.

- *National Political Story:* to use story of anger in ag areas to develop mainstream media stories about impact on Democratic Congressional majority's chances in 2010 and on presidential politics.

IV. Timetable

Day 1-10: a) recruit/brief science team; b) recruit/brief farm organizations in all target states, c) prepare briefing materials and talking points, d) prepare media lists, e) conduct initial opinion research to refine messages.

Day 11-60: a) draft/place op-eds for both science and farm group spokespeople, b) begin media briefing schedule for farm group spokespeople (scientists made known to reporters and editorial boards but not pushed at them), c) begin media actuality program, d) organize radio interviews for farm group spokespeople and for scientists, e) encourage farm groups reach out to members.

Day 61-90: a) continue prior activity, b) develop national stories designed to lead members of Congress to distance themselves from EPA and White House to look for ways to bring EPA into line.

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From: Ford Sherry USGR
Sent: Friday, December 18, 2009 9:26 AM
To: Goldsmith Steven USGR
Subject: RE: AFA Website

Steve—I can't get to this web site to review it in earnest, so I'm at a bit of a disadvantage. (I think there's a problem with our server.) I think your suggestions are good, but let's coordinate our feedback on the site in the next round and come up with a joint list so that WHWG is not getting too many bits and pieces. (Drawing from past experience, I think this confuses them.)

Thanks,
Sherry

From: Goldsmith Steven USGR
Sent: Friday, December 18, 2009 10:06 AM
To: Adam D'Luzansky; Eileen Doherty
Cc: Ford Sherry USGR
Subject: RE: AFA Website

Adam – there are problems with our firewall. I can view it outside the firewall. Is this an issue going live with this thing? If the site is being hosted on this server, it obviously needs to be easily viewable by Syngenta.

A few things with respect to the website:

- We need to have a meeting between Jeff and the web people and our web people. We need to be sure that long-term, we can assume technical ownership of the website if we need to. So we need to have a discussion regarding maintenance and technical issues.

- I think you need to work on content more. I don't think the story as it's presented is compelling enough. We have so much content about protecting the environment and the value to farmers and the economy. I don't think that's been highlighted enough.

- I think there needs to be a bigger obvious difference between "join the movement" and "help the movement." If we're making an ask on those pages, it needs to be obvious. You know that people need to be guided easily, quickly and clearly.

- The rotating banner should be linked to the messages that are being highlighted there. If we say "discover how atrazine increases food supplies" that needs to be linked to that information.

- I think we decided to change the name to the American Farm Coalition, so that should be reflected throughout. Make sure everyone is on board with that.

Thanks.
Steve

From: Adam D'Luzansky [mailto:ADluzansky@whwg.com]
Sent: Wednesday, December 16, 2009 4:23 PM

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To: Goldsmith Steven USGR
Subject: RE: AFA Website

I was able to pull it up just now. What kind of error message are you receiving?

Adam

From: steven.goldsmith@syngenta.com [mailto:steven.goldsmith@syngenta.com]
Sent: Wednesday, December 16, 2009 4:17 PM
To: Adam D'Luzansky
Subject: RE: AFA Website

Adam – let me know if you have any trouble accessing this site today. I'm not able to get it to work.
Thanks.
Steve

From: Adam D'Luzansky [mailto:ADluzansky@whwg.com]
Sent: Monday, November 30, 2009 2:29 PM
To: Ford Sherry USGR
Cc: Eileen Doherty
Subject: AFA Website

Sherry,

I hope you had a great Thanksgiving. To kick off the return to the work week, we wanted to share with you the demo version of the AFA website. This is a draft site and it will not be pushed live until we have Syngenta's final approval on all aspects (copy, images, functionality, etc).

The link to access the demo site is: <http://demo.democracydata.com/affa/default.aspx>

We understand that the results from additional message testing may require tweaks to some of the copy, but we wanted to get your feedback on this initial draft.

Let me know if you have any questions.

Best,

Adam D'Luzansky

--
Director
WHWG, Inc.
202.295.2308
WHWG.com

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From: Goldsmith Steven USGR
Sent: Wednesday, January 27, 2010 4:34 PM
To: Flakne Dave USGR; Kelly Dennis USGR; Kelly Angus USWS; Martin Rex USGR
Subject: FW: State conf calls update **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

FYI.

----- Forwarded Message

From: Doug Badger <doug@quinnthomas.com>
Date: Wed, 27 Jan 2010 15:25:07 -0500
To: Josh Gilder <JoshuaGilder@gmail.com>, Eileen Doherty <edoherty@whwg.com>
Cc: Mike Burita <mikeb@quinnthomas.com>
Subject: State conf calls update **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

Josh and Eileen,

Just a heads up that we've now locked down press conference calls for next Tuesday, February 2nd at 11am ET in both Ohio and Minnesota. We wanted them to coincide on the first day of the SAP.

In Ohio, the corn growers have pledged a surrogate and are working cooperatively with us. We've also reached out to Marcie Williams, President of American Agri-Women, which is based in Ohio. Marcie did an ANR for us in November for the first SAP. We're hoping she'll be our other surrogate there.

In Minnesota, we're working with the corn growers there and are trying to secure Lori Feltis to be our corn grower surrogate. Warren Formo, Director of Clean Water Programs for the Minnesota Agricultural Water Resources Coalition, will be our other surrogate. He can discuss the Dept of Health study as well as conservation, run-off reduction efforts, etc.

We're developing the press outreach lists in both states and will put together advisories, releases and TPs over the course of the next couple of days. If you need anything more from us, let us know. Otherwise, we'll continue to keep you posted.

Feel free to forward to Jessica, Sherry and Steve if you like.

Doug Badger | Managing Partner | Quinn Thomas Public Affairs

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From: Josh Gilder [joshuagilder@gmail.com]
Sent: Monday, February 01, 2010 8:11 AM
To: Goldsmith Steven USGR; Chris Robling; Nadel Alan USGR; Clark Judge; Ford Sherry USGR
Cc: Josh Gilder (WHWG); Adelman Jessica USWS
Subject: Re: Federalist Society ****Privileged and confidential. Attorney work product. Prepared at the request of counsel.****

****Privileged and confidential. Attorney work product. Prepared at the request of counsel.****

Sherry/Steve: that's great. I think a first meeting with Dean and a follow up presentation to the executive committee of the environmental law practice will be nicely complimentary. We'll make sure to coordinate with Chris and Alan before we move any further.

Best, Josh

Josh Gilder
Senior Director
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Suite 110G
Washington, DC 20007
(202) 783-4600

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On Jan 31, 2010, at 9:03 PM, <steven_goldsmith@syngenta.com> wrote:

Clark, Josh –

Chris has also been in discussions with the group recently as it relates to the litigation. We all need to do a better job of coordinating across work flows to ensure we don't have duplications such as this. I think this is a great example of how well connected and proactive both firms are in terms of achieving our goals. We just need to make sure we're sharing information directly between firms more consistently.

Chris had been talking with Dean about setting up a meeting this Thursday with Dean and Kurt and Alan to discuss the case. Let's make a time to talk on Monday to decide the best approach for moving forward on this.

Thanks to all for your efforts and teamwork.
Steve

From: Josh Glider [<mailto:joshuagilder@gmail.com>]
Sent: Sunday, January 31, 2010 9:16 AM
To: Ford Sherry USGR; Goldsmith Steven USGR; Nadel Alan USGR
Cc: Clark Judge; Adelman Jessica USWS; Eileen Doherty; Adam D'Luzansky; joshuagilder@gmail.com
Subject: Federalist Society ****Privileged and confidential. Attorney work product. Prepared at the request of counsel.****

****Privileged and confidential. Attorney work product. Prepared at the request of counsel.***

Sherry/Steve:

Good news about our approach to the Federalist Society. This note is just by way of a heads up. Perhaps if we have a moment free during the SAP we can talk this through in person.

In North Carolina, we talked about the need to enlist independent legal experts who could comment in support of our case to reporters, in already-established blogs, and in 3rd party opeds.

On Friday, Clark met with Leonard Leo, the Federalist Society's executive director, and Dean Reuter, the director of practice groups. The Federalist Society link is here:

<http://www.fed-soc.org/>

The Federalist Society has some 30 thousand members with chapters in 60 cities across the country. It was founded by Ed Meese, Robert Bork and Ted Olson (Solicitor General under Bush), and its membership has included Supreme Court Justices Sam Alito, John Roberts and Antonin Scalia.

The members are broadly free market and conservative/libertarian in orientation, and strongly informed on law and economics as it relates to regulation. Many of its members write and blog frequently.

After Clark briefed Leonard on atrazine, he said he would be happy to invite SYN/WHWG to give a presentation/briefing to the executive committee of their environmental law practice. Many of the society's members take an intense interest in the field of environmental law.

The executive committee meets every month. The next meeting is next Friday, which is probably too soon, but we could probably do the next one. They'd like us to give the low-down on atrazine and the EPA's move toward adoption of the precautionary principle.

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Leo felt that the best people to do the briefing would be an attorney familiar with the legal issues and someone who could spell out the policy implications. Perhaps Alan, Clark and I, or someone else from Syngenta whom we think would be appropriate.

This looks like a very good opportunity for us. We can talk more about it tomorrow or later in the week.

All the best, Josh

Josh Gilder
Senior Director
The White House Writers Group
1025 Thomas Jefferson Street, NW
Suite 110G
Washington, DC 20007
(202) 783-4600

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From: Adam D'Luzansky [ADluzansky@whwg.com]
Sent: Thursday, February 04, 2010 3:56 PM
To: Adelman Jessica USWS
Cc: Josh Gilder; Eileen Doherty; Goldsmith Steven USGR; Ford Sherry USGR; Doug Badger; Mike Burita; jmorris@ddcadvocacy.com; Nadel Alan USGR
Subject: Greatest Hits ***Privileged and Confidential. Prepared at the request of counsel***
Attachments: Fact_Sheet.pdf; FAQ.pdf; StCloudTimes_120509.pdf; WashingtonTimes_110309.pdf; WinonaDailyNews_020310.pdf; HighPlainsMidwestAGJournal_012810.pdf; LisaJacksonAgricultureLetter_011510.pdf; NationalTeleconference_012110.pdf; OhioTeleconference_020210.pdf; MinnesotaTeleconference_020310.pdf

February 4, 2010

Memorandum for Jessica Adelman, Syngenta

From: White House Writers Group

Re: Atrazine Communications Team Greatest Hits

Here, as promised, are a few of the greatest hits from your atrazine communications team. It focuses on briefing materials we have drafted, earned media – both editorial and outreach – and the website.

Briefing Materials

We have attached the Fact Sheet and the FAQ's which we all developed for the media in preparation for the November and February SAPs.

Media Outreach/Editorial - Attached are three Oped's that we either drafted or placed and an article from the High Plains Midwest Journal.

- St. Cloud Times - 12/5/09 – Lori Feltis
- The Washington Times - 11/3/09 – Alex Avery
- Winona Daily News – 2/3/10 – Tim Pastoor
- High Plains/Midwest AG Journal – 1/28/2010 – Jennifer Latzke

Media Outreach/News – In response to the PANNA/LSP Report we drafted a letter for the NCGA to EPA and set up three media teleconference briefings for farm groups and press:

- Drafted and sent a letter for The Triazine Network to EPA Administrator Lisa Jackson (attached) dated January 15. The letter was signed by 52 constituency groups and was written in response to a January 5 letter sent to the Administrator by a handful of environmental activist groups claiming that the agriculture community was overwhelmingly opposed to atrazine.
- Held three separate media teleconferences with farm groups to brief members of the media on the activity taking place in Washington at the EPA to declassify atrazine and their opposition to it. Worked with SGRM staff to identify supporters and recruit them as "hosts" of the press briefings. The results of those teleconferences are listed below.
- National Media Teleconference – 1/21/10 – Hosted by the Triazine Network, the release (attached) had wire pick-up on over 200 outlets. The Triazine Network is the same group that sent the letter to EPA Administrator Jackson on 1/15/10. Coverage:1/21: KMOX Radio (St. Louis, MO); 1/21: Wisconsin Ag Connection; 1/26: Truth About Trade & Technology; 1/16: Sioux City Journal; 1/16: Abilene Recorder Chronicle 1/15:

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<http://CattleNetwork.com>; 1/22: High Plains Journal; 1/21: Southern States News; 1/22 Feedstuffs; 1/27 Miami County Republic; 1/27: Louisburg Herald; 1/21 Midwest AgNet; 1/25 AgriMarketing.

- Ohio Media Teleconference – 2/2/10 – Hosted by the Ohio Corn Growers Association, Ohio Farm Bureau Federation and American Agri-Women, a release (attached) was sent to over 650 media outlets. Speakers: Dwayne Siekman, Executive Director, Ohio Corn Growers Association; Adam Sharp, Senior Director of Legislative Policy, Ohio Farm Bureau Federation; Marcie Williams, Past President, American Agri-Women (provided quote for news release). Media on the teleconference: Amy Fahnestock, CropLife Magazine; Beth Wagner, WTUZ Radio; Chris Kick, Farm & Dairy Newspaper; Jacqui Fatka, Feedstuff; Julie Carr Smyth, Associated Press; Kevin Walker, Farm World; Matt Reese, Ohio's Country Journal; Seth Teter, Ohio Farm Bureau; Wendy Sweeter, Tristate Neighbor. Coverage: still monitoring for pickup, an OCGA spokesman did an interview on 610 AM Radio in Columbus which gets very broad pickup. (MP3 attached)
- Minnesota Media Teleconference – 2/3/10 – Hosted by Minnesota Corn Growers Association and the Minnesota Agricultural Water Resources Coalition, a release (attached) was sent to over 400 media outlets. Speakers: Tim Dritz, Vice President, Minnesota Corn Growers Association; Warren Formo, Director of Clean Water Programs, Minnesota Agricultural Water Resources Coalition. Media on the teleconference: Bob Kelleher, MN Public Radio; Chad Smith, KLGR Radio; Janet Kubat, Agri News; Randy Kennedy, MN Christian Broadcasters; Telly Mamayek, WCCO Radio; Tim Gerlach, MN Corn Growers; Tom Rothman, MN Farm Network. Coverage: 2/2: Minnesota Public Radio. Here is the link: <http://minnesota.publicradio.org/display/web/2010/02/02/atrazine-hearings/>

Website

Here is the link: <http://demo.democracydata.com/affa/default.aspx> Revised text will be up on the website by COB Monday. FYI, below is an explanation of how the proposed website will work. As we've discussed the name and structure of the membership will likely change.

The website will serve as the primary online presence for the campaign. It will provide a central warehouse of information for advocates and host a number of advocacy tools to help promote campaign messaging. The campaign website includes the following elements:

- A multipage format, allowing for more and better information, and tools for advocates.
- A registration option on each page:
 - Website visitors will be encouraged to join the campaign and engage in support of atrazine.
 - All of our collateral pieces will have the website address and advocates will be encouraged to sign up to receive more news and information.
- A dynamic News and Resources page will house targeted campaign materials and media clippings:
 - Pushing out appropriate national and local media hits.
 - Serving as a tool for state based and national bloggers and other social-media influentials to virally spread our messaging.
 - Utilizing multi-media platform elements such as video and audio clips.
 - Increasing the opportunity for viral buzz by utilizing social sharing tools such as RSS, Twitter and Facebook sharing capability urging users, bloggers and others to spread our materials through their own social networks.
- An engaging display of the campaign's messaging that encourages advocates to take immediate action by signing the petition, contacting their congressional representatives, or spreading our campaign message through their own social web.

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From: Adelman Jessica USWS
Sent: Monday, February 15, 2010 9:52 AM
To: Ford Sherry USGR; Goldsmith Steven USGR
Subject: FW: WHWG DDC Advocacy Memo
Attachments: WHWG DDC Advocacy Memo 2 9 10[1].docx

From: Clark Judge [mailto:cjudge@whwg.com]
Sent: Tuesday, February 09, 2010 9:10 PM
To: Adelman Jessica USWS
Subject: WHWG DDC Advocacy Memo

Jessica,

Please find attached the WHWG-DDC Advocacy memo. Please note that we have changed some of the targets, mainly because of changing assessments of the political environment.

As you will see, DDC's cost per state is \$10,000/month. Given the plan I specified to them, this price holds whether they are engaged for one state or all fifty.

We hope this is helpful.

Clark

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From: Goldsmith Steven USGR
Sent: Wednesday, February 17, 2010 7:28 AM
To: Pastoor Tim USGR
Subject: RE: Hayes Talking Points, draft 4 **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

Tim -- we're just going to take out the St. Gabe section altogether. Thanks.
Steve

From: Pastoor Tim USGR
Sent: Tuesday, February 16, 2010 4:35 PM
To: Josh Gilder; Goldsmith Steven USGR
Cc: Ford Sherry USGR; Nadel Alan USGR; Adelman Jessica USWS; Mark Davis; Eileen Doherty; Adam D'Luzansky
Subject: RE: Hayes Talking Points, draft 4 **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

Looks good, with one question for you, Josh. In the part, "...thorough examination by EPA revealed that an apparent increased incidence at St. Gabriel was due to aggressive prostate health screening by Syngenta as part of the company's comprehensive wellness program...." there is something about "aggressive" and "prostate" in the same sentence that didn't set well with me. "Proactive"? "Thorough"? "Comprehensive"?

Tim Pastoor
336-632-2226 (work)
336-207-8884 (mobile)

From: Josh Gilder [mailto:joshuagilder@gmail.com]
Sent: Tuesday, February 16, 2010 10:44 AM
To: Goldsmith Steven USGR
Cc: Ford Sherry USGR; Pastoor Tim USGR; Nadel Alan USGR; Adelman Jessica USWS; Mark Davis; Eileen Doherty; Adam D'Luzansky
Subject: Re: Hayes Talking Points, draft 4 **Privileged and confidential. Attorney work product. Prepared at the request of counsel.**

****Privileged and confidential. Attorney work product. Prepared at the request of counsel.****

Steve: here it is in two pages. The "libelous" quote you added is fantastic.

Chris called this morning to say that David Flackne had spoken with Jere White, and he would be eager to put it on his letterhead and disseminate it. We'll want to talk with Jessica (perhaps this is something to bring up on Wed/Thurs) and discuss the pros and cons. As Chris said, Hayes' testimony may be a tree falling in the forest, in which case we may not want to draw any more attention to it.

Best, Josh

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From: Josh Gilder [joshuagilder@gmail.com]
Sent: Tuesday, March 02, 2010 10:19 AM
To: Goldsmith Steven USGR
Cc: Ford Sherry USGR; Adelman Jessica USWS; Eileen Doherty; Mark Davis; Mike Burita; Doug Badger; Clark Judge
Subject: action ideas

Steve/Sherry: I assume you're very busy right now, but I thought I'd send out some ideas about possible next steps, from immediate to a few days down the road:

Immediate

- 1) continue pushing Avery out to media – Hayes credibility, EPA politicization, etc. Mike is working on getting Avery on KQED radio (NRP San Francisco) opposite Tyrone right now.
- 2) Draft LTE responses to bigger papers (Avery, Solomon any others) – Wash Post, USA Today, etc.
- 3) Get our statement up on atrazinefacts.com. We need somewhere to point people.

Over the next few days

- 4) Given the broad exposure this received, we might be able to get an op-ed placed by Alex - maybe something to the effect of the dangers of removing a valuable tool from agriculture based on shaky science, etc.
- 5) Steve is picking dates for Tim to come to DC and schedule deskside briefings for next week. Critical to do this now, no need to be cautious in who we meet with since atrazine is on everyone's radar now.
- 6) We need to identify some allies within the media that can push back on Hayes – maybe Ron Bailey at Reason, maybe Tierney
- 7) we need to start fighting our own war and talk about the economic costs and political consequences to rural ag states if atrazine is removed – Blue Dog letter to EPA, Stenholm op-ed, Ohio AP, regional media, national political media
- 8) Should we plan something bigger surrounding the Lisa Jackson event at the press club on 3/8? An ag demonstration, prepare something to circulate?

Josh Gilder
Senior Director
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(202) 783-4600

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From: Ford Sherry USGR
Sent: Wednesday, October 14, 2009 11:01 AM
To: Kelly Dennis USGR; Martin Rex USGR; Flakne Dave USGR; Farmer Danelle USGR; Barlow Todd USGR
Cc: McFarland Janis USGR; jgilder@whwg.com; Jayne Thompson; 'Chris Robling'; 'doug@quinnthomas.com'; Nadel Alan USGR; Goldsmith Steven USGR
Subject: Industry talking points
Attachments: TkgPtsIndustry_AtzReEval_Oct09.pdf; image003.jpg

Dennis and gang—Attached are talking points you can begin sharing with industry contacts.

Best,
Sherry

Sherry Duvall Ford, APR
Head, External Communications for CP
Corporate Affairs

syngenta

Syngenta Crop Protection
PO Box 18300
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27418

phone 336 632 6107
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sherry.ford@syngenta.com
www.syngenta.com

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We'll have WHWG proceed with their site (s), starting with Agrisense.com (think that was what we were holding) and launch as soon as possible.

Steve – sure you can provide the name of a possible account exec from V-fluence to support Jere's effort.

Thanks all - JCA

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From: Minehart Paul USWS
Sent: Monday, March 08, 2010 9:21 AM
To: Nadel Alan USGR
Cc: Ford Sheny USGR; Goldsmith Steven USGR; Chris Robling (crobling@jaynethompson.com); (Jayne Thompson@jaynethompson.com); Josh Gilder (jgilder@whwg.com); Adelman Jessica USWS
Subject: Please review: Draft response for Huffington - Confidential - Attorney Client Privilege - Draft response for Huffington
Importance: High
Sensitivity: Confidential

Confidential - Attorney Client Privilege

Draft response to "What is Syngenta's response to cities who say they cannot afford the cost of filtering atrazine from public drinking water?"

The US EPA has affirmed a safety standard for atrazine of 3 ppb in drinking water. This level has a built-in, 1000-fold safety factor. As of 2008, none of the water systems monitored exceeded this federal standard. The levels of atrazine in water are minute – a 150 lb adult could drink 21,000 gallons of water containing 3 ppb of atrazine/day for 70 years and still not reach levels shown to have no health effects in laboratory studies. Based on this, water systems do not need filtration beyond what they already provide.

In addition, in the Iberville Parish case, which was dismissed by Chief Judge Butler in Mobile in 1999. Judge Butler ruled that removing safe and approved levels of atrazine from drinking water was unnecessary and that shifting the costs of such unnecessary removal was wrong.

In the current economy many organizations, including water systems, are looking for additional sources of revenue. It is not surprising that some water systems would say they cannot afford additional filtering and, for atrazine, there is no need.

Paul Minehart

Head, Corporate Communications-North America
Syngenta Corporation
1399 New York Avenue, N.W., Suite 750
Washington, D.C. 20005
Mobile: 763-218-5907

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To: Nadel Alan USGR; Minehart Paul USWS; Goldsmith Steven USGR; Josh Gilder (jgilder@whwg.com); Chris Robling
Cc: Adelman Jessica USWS
Subject: RE: media inquiry: federal class action lawsuit?

Alan—Below (in red) is our response to this question specifically regarding the Holiday Shores case.

Drinking water across the country is safe where atrazine is concerned, as no community water systems exceed the annual average set for atrazine in drinking water. Filtration is therefore unnecessary.

Why shouldn't Syngenta pay for filtration systems if their product is contaminating water supplies?

Holiday Shores made an independent decision to upgrade its filtration system. Since 1997, annual averages of atrazine in raw water at Holiday Shores have always met the safe drinking water standard.

Further, a similar case in Iberville Parish (La.) was dismissed by Chief Judge Butler in Mobile in 1999. Judge Butler ruled that removing safe and approved levels of atrazine from drinking water was unnecessary and that shifting the costs of such unnecessary removal was wrong.

From: Nadel Alan USGR
Sent: Monday, March 08, 2010 9:37 AM
To: Minehart Paul USWS; Ford Sherry USGR; Goldsmith Steven USGR; Josh Gilder (jgilder@whwg.com); Chris Robling
Cc: Adelman Jessica USWS
Subject: RE: media inquiry: federal class action lawsuit?

Sherry and Steve:

Do we have anything from previous statements regarding why we should not have to pay for treatment?

Thanks,

Alan

From: Minehart Paul USWS
Sent: Friday, March 05, 2010 4:15 PM
To: Ford Sherry USGR; Goldsmith Steven USGR; Josh Gilder (jgilder@whwg.com); Chris Robling
Cc: Nadel Alan USGR; Adelman Jessica USWS
Subject: FW: media inquiry: federal class action lawsuit?
Importance: High

All –

Danielle is persistent: I just spoke with her. She said I did not respond to her questions! I explained that we cannot comment on the allegations she cited because we are not aware of any federal court action. She accepted that, but wanted a comment on question 3 (see highlighted below).

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She claimed that she has read media reports saying that there are cities who say they cannot afford the cost of filtering atrazine from public drinking water.

Can we respond to this? I said we would not be able to get back to her today and she said Monday morning is okay.

Paul Minehart

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From: danielle.ivory@gmail.com [mailto:danielle.ivory@gmail.com] **On Behalf Of** Danielle Ivory
Sent: Friday, March 05, 2010 3:59 PM
To: Minehart Paul USWS
Subject: Re: media inquiry: federal class action lawsuit?

Paul, thanks for this. I appreciate the statement, but I noticed that Syngenta did not respond directly to any of the questions that I asked, and I'd like to give the organization a fair chance to do so, particularly to question #3. I've included these questions again below.

Let me point out that the EPA's data from the monitoring program that you mentioned does show that atrazine does need to be removed from many public water systems across the country in order to comply with federal drinking water standards, and even then, some of those water systems have had levels of atrazine in their filtered drinking water above the 3ppb annual average. If EPA's testing data is good,

- (1) What is Syngenta's response to the allegations above?
- (2) What is Syngenta's response to news that cities will be filing a class action in federal court.
- (3) What is Syngenta's response to cities who say they cannot afford the cost of filtering atrazine from public drinking water.

If you could please get back to me before the end of the day, I would appreciate it.

Thanks very much,

Danielle

On Fri, Mar 5, 2010 at 3:18 PM, Paul.Minehart@SYNGENTA.COM <Paul.Minehart@syngenta.com> wrote:

Danielle,

We have not received any word of a federal action. What Syngenta can say is that EPA re-registered atrazine in 2006, stating it would cause no harm to the general population. EPA based its conclusions on nearly 6,000 studies and used reliable, sound science to re-register atrazine. EPA's atrazine regulation is a model of sound science carefully applied in its mission of protecting all Americans and our environment.

As a hallmark of good stewardship, Syngenta has worked voluntarily with stakeholders for years, and since then also with EPA, to monitor the water systems where minute detections of atrazine may occasionally occur.

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Since 2005, no water system has had an annual average atrazine level in its drinking water greater than the EPA standard, which itself carries a 1000-fold safety factor. Everyone should bear in mind that if a 150-pound adult drank literally thousands of gallons of water with atrazine at three parts-per-billion every day for 70 years, she still would not reach the exposure level at which no adverse impact has been detected in the laboratory.

Regards,

Paul Minehart

Head, Corporate Communications-North America

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From: danielle.ivory@gmail.com [<mailto:danielle.ivory@gmail.com>] **On Behalf Of** Danielle Ivory

Sent: Friday, March 05, 2010 10:27 AM

To: Minehart Paul USWS

Subject: Re: media inquiry: federal class action lawsuit?

Hi Paul, I'm checking in. Could you please get back to me today with responses to the questions below?

Thank you,

Danielle

917-280-2607

On Wed, Mar 3, 2010 at 12:15 PM, Danielle Ivory <divory@huffpostfund.org> wrote:

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Thanks, Paul. As I mentioned, I've been told that a federal class action suit will be filed sometime this week or next. My understanding is that the lawsuit will be filed in Illinois.

Here are the allegations, as I understand them:

Several cities in six states are alleging that Syngenta Crop Protection and Syngenta AG designed and sold atrazine knowing that it would contaminate public water. They are also alleging that Syngenta earned billions of dollars from the sale of atrazine, leaving local taxpayers with the bill for filtering the herbicide from their drinking water. This class action lawsuit is an attempt to force Syngenta to pay for the removal of atrazine from public water supplies.

I have some specific questions:

- (1) What is Syngenta's response to the allegations above?
- (2) What is Syngenta's response to news that cities will be filing a class action in federal court.
- (3) What is Syngenta's response to cities who say they cannot afford the cost of filtering atrazine from public drinking water.

Thanks again. If you could please get back to me by late today or tomorrow, that would be great. Yours,

danielle

917-280-2607

On Tue, Mar 2, 2010 at 6:33 PM, Danielle Ivory <divory@huffpostfund.org> wrote:

Dear Paul, thanks for speaking with me on the phone. I'm a reporter with the Huffington Post Investigative Fund, based in DC. In the past, I've written about atrazine and the EPA, which you can read on <http://huffpostfund.org>. I've been informed that sixteen cities located in Illinois, Indiana, Missouri, Kansas,

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Ohio, and Iowa will be filing a federal class action lawsuit sometime this week against Syngenta. I am interested in speaking with someone from Syngenta who can comment on this lawsuit and its allegations. My understanding is that the cities involved in the lawsuit want Syngenta to shoulder the cost of filtering atrazine from public drinking water. My deadline is tomorrow before noon, eastern time. All of my contact information is below -- please feel free to contact me on my cell phone at 917-280-2607.

Thanks,

Danielle

--

Danielle Ivory
Staff Reporter
Huffington Post Investigative Fund
1730 Pennsylvania Ave, Suite 825
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917-280-2607 (cell phone)
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From: Josh Gilder [joshuagilder@gmail.com]
Sent: Sunday, March 14, 2010 7:35 AM
To: Bushell Mike GBJH
Cc: Adelman Jessica USWS; adam d'luzansky; Quintart Alain-Dominique BEBR; Pastoor Tim USGR
Subject: Re: Chapter for AEI book

Mike: a million thanks for that. We got your edits and we have Tim's too. Both a very helpful. We're working on this end to determine how best to handle this, given the short timeline we've been given. Clearly, if either you or Tim would be putting your names to the document, we would have to be even more careful than otherwise to get everything correct.

We may go with someone else's byline, but we'll still want to incorporate both of your essential edits.

We will get back to you soon, but thanks again for the very quick turn around.

Best, Josh

Josh Gilder
Senior Director
The White House Writers Group
1025 Thomas Jefferson Street, NW
Suite 110G
Washington, DC 20007
(202) 783-4600

On Mar 14, 2010, at 4:22 AM, mike.bushell@syngenta.com wrote:

I have sent a version out last night from my home e-mail account, so at least you have my comments

From: Josh Gilder <joshuagilder@gmail.com>
To: Bushell Mike GBJH
Cc: Adelman Jessica USWS; adluzansky@whwg.com <adluzansky@whwg.com>; Quintart Alain-Dominique BEBR
Sent: Sat Mar 13 01:48:45 2010
Subject: Re: Chapter for AEI book

Mike: Given the outrageously short turn around time, and all that needs to be done on this, we've decided that it would be more efficient if we all worked on it here together in the U.S. We'll find someone else willing to put their name to it when we've hammered it all out.

You are therefore relieved of this burden and free to enjoy the rest of your weekend!

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Many thanks! Josh

Josh Gilder
Senior Director
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1025 Thomas Jefferson Street, NW
Suite 110G
Washington, DC 20007
(202) 783-4600

On Mar 12, 2010, at 12:50 PM, mike.bushell@syngenta.com wrote:

Dear Josh

I am travelling over the next few days to a UN conference in Geneva, but I will make some immediate edits tonight and I have copied to some others to make their views known.

My first comment is that I agree with the overall sentiment, so I would be willing to "Ghost Author" this, but I felt that some of the content I couldn't possibly have known, so would be hard pushed to defend comments, for example on the individuals involved as proponents of the PP. Maybe this could be tackled by having Co-authors, maybe someone from Greensboro.

Another general watch out is that the chapter comes over as critical of regulators in the US and EU. I agree that hazard based cutoffs are a bad idea, but there is a danger that being overtly too critical of the regulators could come back to haunt us in future discussions. So some of those bits need toning down a bit.

Alain Dominique Quintart in Brussels agreed to have look at this, and to get some views back by Monday, and helpfully has attached a document that describes how the precautionary principle is intended for use in the EU. Clearly it leaves open a lot of room for interpretation, but it also contains some positive parts of the process required since it should be considered within a structured approach to the analysis of risk, and when its use is being considered, there must be a cost and benefit analysis of acting and not acting.

Mike

From: Josh Gilder [<mailto:joshuagilder@gmail.com>]
Sent: 11 March 2010 19:00
To: Bushell Mike GBJH
Cc: Adelman Jessica USWS; adam d'luzansky
Subject: Chapter for AEI book

Mike: attached is the draft chapter for your authorship. It's slated for a book to be published this Spring by AEI as a follow up to our conference on the European ban on pesticides.

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We had the opportunity to get this in and tell the story of atrazine, with a special focus on the US EPA's new precautionary principle approach to regulation.

I'm afraid the turn around time is very tight -- with an emphasis on the very. The publication date was pushed up by several months. Would it be possible to turn it around and give us your edits by next Monday?

We can do small line edits afterwards, but if we can have it very close to final that would be helpful.

Thanks.

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From: Eileen Doherty [EDoherty@whwg.com]
Sent: Friday, January 22, 2010 7:03 AM
To: mike@buritamedia.com; Joshua Gilder; doug@quinnthomas.com; Clark S. Judge; Goldsmith Steven USGR
Subject: Re: Inside EPA: Obama EPA Agenda 'Overload' Seen Risking Agency Credibility, Morale

This is a terrific story - particularly the point about the mid-term elections.

Eileen

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

From: Mike Burita <mike@buritamedia.com>
To: Joshua Gilder; Eileen Doherty; Doug Badger <doug@quinnthomas.com>; Clark S. Judge; APR Steven Goldsmith <steven.goldsmith@syngenta.com>
Sent: Fri Jan 22 07:42:56 2010
Subject: Inside EPA: Obama EPA Agenda 'Overload' Seen Risking Agency Credibility, Morale

Interesting read.

Mike

Obama EPA Agenda 'Overload' Seen Risking Agency Credibility, Morale

The Obama EPA's ambitious agenda of major new regulatory, enforcement and other initiatives on climate change, air pollution, chemicals, and other issues is threatening to overwhelm agency resources, industry and other sources say, claiming the agenda could result in a loss of credibility and a drop in staff morale if the agency falls short of its goals.

While the Obama administration generally has faced criticism for taking on too many different issues, sources say EPA Administrator Lisa Jackson is a key driver of the agency's ambitious efforts. "The overload is very clearly a problem. It might be a systemic issue . . . but they call her 'Action Jackson' for a reason," an industry attorney says.

In response to a query about the agency's workload, an EPA spokeswoman says, "Nearly 18,000 committed citizens joined EPA to protect the health and environment of all Americans -- and that's exactly what we're doing."

Environmentalists generally praise EPA's ambitious agenda and many are even urging the Obama administration to pursue more -- and more aggressive -- policy changes. One environmentalist says EPA is "cleaning up the mess" left by the Bush administration and that the agency appears to be devoting enough resources to accomplish its initiatives. But another environmentalist recently conceded that EPA's proposed enforcement priorities may be overly broad.

In the first year of the Obama administration, EPA has begun work on long list of regulatory efforts that some say threaten to undermine the agency's effectiveness. For example, the agency is working on greenhouse gas regulations for mobile and stationary sources, reviewing each of the agency's six air quality standards, ramping up its oversight of chemicals and proposing to double the number of categories on which to focus enforcement.

Jackson sent a Jan. 12 memo to agency employees outlining seven themes she would like the agency's work to focus on throughout 2010: climate change; air quality; chemical safety; cleaning up communities; clean water; environmental justice and expanding environmentalism; and strong state and tribal partnerships. Last year, she also took steps to formalize consideration of some of her priorities -- climate change, environmental justice and children's health -- in agency policy development (Inside EPA, Nov. 27).

But critics say the downside of EPA's breakneck pace is that the agency could fail to follow through on its initiatives given the sheer number of agenda items, which could lead to a loss of credibility that may be liability for Democrats in mid-term elections, according to the industry attorney. "You lose 'street cred' for sure. If you say you are going to do something and then you don't, you become the subject of mid-term election fodder," the source says.

Agency employees' morale is also likely to be compromised, the source says. EPA employees want to do a good job, but they are being asked to do more than they can do with existing resources, the source says.

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ORDER IN ATRAZINE LITIGATION

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Further, President Obama has said agencies face either a spending freeze or cuts in his upcoming fiscal year 2011 budget, suggesting that EPA will not benefit from a major new influx of funding that could help provide the resources necessary to adequately meet its goals for air, climate change, toxics and other policy areas.

The industry attorney highlights EPA's work on toxics as a key indicator of the overload facing EPA. The agency in December issued the first in a series of "action plans" to assess and address the risks of four kinds of chemicals, and the agency intends to release new action plans for other chemicals every four months. These plans are very time consuming and their frequent release will quickly expend agency resources, according to the source.

In addition, the agency is also expected to take a slew of other actions on toxics, including determining whether to update its risk assessment for the controversial pesticide atrazine, initiating new measures to limit the risks of carbon nanotubes and requiring disclosure of inert ingredients in pesticides, the source says. All of these decisions will require an investment of resources that sources say EPA may struggle to meet.

As another example of "initiative overload" a second industry source cites the agency's ongoing review of all of its national ambient air quality standards (NAAQS), including revisions to several Bush-era NAAQS rules.

The agency is currently reviewing all of the NAAQS, which set maximum allowable air concentrations of ozone, particulate matter, nitrogen dioxide, sulfur dioxide, carbon monoxide and lead. The agency often is reviewing numerous standards at once, but the Obama EPA initiated a new review of the ozone standard recently finalized under the Bush administration, boosting its workload reviewing standards.

On climate change, EPA faces a potentially daunting agenda to develop a slew of Clean Air Act rules to regulate greenhouse gases. The agency's final finding that greenhouse gases endanger human health and welfare triggers a duty under the air law to issue a slew of rules to curb greenhouse gas emissions.

Already, the agency is working on a "tailoring" proposal that would raise the threshold for establishing greenhouse gas limits in Title V and prevention of significant deterioration permits and is expected by March to finalize its first-time rule to set limits on vehicle emissions of carbon dioxide and other greenhouse gas emissions. Pending legislation in Congress could also create new mandates for EPA to pursue a slew of climate rules.

Any EPA climate rules are also expected to face litigation, which would add to more than a dozen new lawsuits and petitions industry has filed against Obama EPA rules in recent months. Sources have previously said that defending agency rules in court is a time-consuming and resource-intensive effort.

Enforcement is another of several areas in which the agency is seen by some as taking a too-ambitious approach. EPA is proposing to double the number of categories it will prioritize for enforcement over the next few years, raising questions about whether the proposed list is so broad that it will dilute the agency's focus on key needs at a time when the enforcement program has seen a diminution of its enforcement results (Inside EPA, Jan. 8).

Another environmentalist has called the priorities list a "hodgepodge," while one informed source has said that having too many priorities is nearly as dangerous as having no enforcement priorities.

Environmentalists generally defend the pace and size of EPA's workload by saying that aggressive steps are necessary to fix what they say are a slew of lingering problems left over from the Bush administration.

"They are cleaning up the mess they inherited," says the first environmentalist. "This is unfinished business or botched business," the source says, citing the ozone standard and the agency's work to replace the Clean Air Interstate Rule, a Bush EPA cap-and-trade rule to cut power plant emissions that was struck down by a federal court.

The source also says that the agency appears to be devoting sufficient resources to handle its numerous initiatives. And EPA is taking new regulatory and other developments, such as greenhouse gas rules, one step at a time, beginning with just emissions from vehicles and then moving on to only the largest stationary sources, the source says.

Environmentalists are hailing many EPA's efforts so far, such as its work on climate change, air pollution and the Chesapeake Bay cleanup. However, some activists are pushing the agency to go even further than its already ambitious policy agenda to ramp up its efforts on perchlorate, atrazine and mercury air pollution, as well as inspection and enforcement. -- Kate Winston