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Atrazine **EXPOSED** Unsealed by the Court & Exposed by SourceWatch

EXHIBIT 9

Achieva documents with beginning Bates numbers
SYN04496591, SYN04498049, SYN04498031, SYN04719446,
SYN04498057, SYN02827930, SYN04563406, and
SYN00981146

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Duvall Sherry CP USGR EXC

From: Cindy Lynn Richard, CIH [cindy@achieva.com]
Sent: Friday, June 30, 2000 2:41 PM
To: Duvall Sherry CP USGR EXC
Subject: possible letter to USA Today

Please review - USA Today has a 250 word max on letters. If you think we are on track, we can take it to Mac.
Thanks, Cindy
+++++
Unofficial draft

To the editor,

Your story, "Report: Common herbicide likely causes cancer." was irresponsible - another example of a health scare that really isn't. The report referenced in the article is a draft document [marked draft, do not cite or quote] being reviewed by cancer and risk experts on the EPA's Scientific Advisory Panel.

Had you taken the time to attend the Panel's final day of deliberations [June 29, 2000], you would know the Panel's conclusion to UNANIMOUSLY reject the "likely" human carcinogen designation for Atrazine. When we called to inform your reporter of the Panel's conclusion, she said that it was not news and she would now wait several months for the final Panel report before deciding if it might be news then. So, why jump the gun before the advisory panel had even finished their deliberations? We thought only tabloids treat unsubstantiated health scares like news.

Atrazine and other Triazines have been used safely in the USA for more than 40 years. There is no other herbicide as important to US agriculture. Atrazine is used on more than two-thirds of the US corn and sorghum acreage and nearly 90 percent of the sugarcane. The Triazines are important to preventing frost damage in citrus groves and are an important tool in preventing soil erosion. Their loss would lead to less land management and higher food costs.

We encourage the use of the best available science in the EPA's review. It appears that USA Today needs encouragement to report the issues honestly.

The Triazine Network, Executive Committee
Jere White, Kansas Corn Growers and Grain Sorghum Association;
Joel Nelson, California Citrus Mutual;
Dan Botts, Florida Fresh Fruit and Vegetable Association;
Gary Marshall, Missouri Corn Growers;
Stephanie Whelan, Hawaii Agriculture Research Center.

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Sherry USGR

From: Rosedale55@aol.com
Sent: Sunday, April 29, 2001 10:24 PM
To: Duvall Sherry USGR; Mcfarland Janis USGR
Cc: Terry@achieva.com; Steve@achieva.com
Subject: Update from Achieva on Atrazine work

Greetings. Hope all is well. Would like to follow up with you on the Atrazine work. Did Jere White deliver on the grower comments that we discussed? Steve has filled me in on EPA's response to the Triazine Network concerning getting an extension to the comment period, but it sounds like we could still deliver some selected grower comments. Can Achieva help here?

I also understand that the Triazine Network newsletter article replaced the white paper you were working on. Is that a total replacement, or are you still planning on putting the white paper together? I would suggest that we still produce the white paper. White papers have great value for our allies in giving them key messages and facts which facilitates a consistent response. I would also like to have a look at the Triazine Network mailing list on your behalf. Think you could get a copy for me? Jere says he has several thousand names. Would be interested in seeing who is on the list and seeing if we know of some additions.

Steve and I have discussed several other initiatives we would like to discuss with you. With the completion of the watershed stewardship article project, here are some ideas for projects we should explore:

Atrazine web site. Steve worked with you on this last fall. The idea is to severely update the Triazine network web site to include recent regulatory developments, science findings, stewardship success stories, some decent web design, etc. We bogged down last fall due to inability to get the Triazine Network to move on action steps. Steve said he discussed renewal of the project briefly with you last Monday. Said you agree timing is good, but want to approach it by completing the work, then handing it to Jere White as a ready-to-rollout package. With formal approval from Syngenta, we could spool up action on this pretty quick.

Preparation for the Atrazine Ecotox Risk Assessment. Beth and Dennis T. have told Steve it will be ugly, but to our knowledge, no issue management steps are in place. We could develop a plan providing for organized Triazine Network communication to members, media relations, comments to EPA, etc. Also need to address communication of the Risk Assessment outside the Triazine Network circle, such as was done with the letters we did with Tierney on the human health risk assessment.

Overall Ag media relations on the ATZ Special Review. Ag press has been good to the product and good to CIBA / Novartis / Syngenta throughout the seven year process, but lately we have not helped them out much. With risk assessments out and more good science in the info bank, might be time for a status report to the media. This will help maintain positive media ties should the day come that we need media help to combat a negative decision on the reregistration.

Comprehensive issue communication plan on Atrazine. All the above is tactical – the real need is a full-blown work plan that includes these and more. Consensus is that the Special Review is in its last 12-18 months.

5/3/01



plan actions based on reasonable assumptions about probable contingencies. Should be developed jointly w/Syngenta Issue managers, PR, govt. relations, and the Triazine Network.

We are ready to start on any/all of these important initiatives in support of Atrazine. Will call you Monday or Tuesday to discuss.

Allan R. Johnson
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5/3/01

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COMMUNICATIONS PROSPECTUS:

HED's Atrazine Preliminary Human Health Risk Assessment and The SAP Report on Hazard and Dose-Response Assessment and Characterization for Atrazine

Prepared by:

ACHIEVA, INC.
Chicago, St. Louis, Indianapolis, Greensboro

SITUATION

The recent completion of two important documents related to the Triazine Special Review—the SAP hazard assessment report and the preliminary risk assessment from EPA's Health Effects Division—creates an opportunity for renewed interest in atrazine's Special Review status by activists, the media, and pro-triazine stakeholders. There is information in each document that can be used by atrazine's antagonists to support continued attacks on the use of the product. The issue communication challenge for Syngenta, obviously, is to address the contents of the SAP and HED documents in such a way that preserves prospects for a favorable outcome of the Special Review.

COMMUNICATIONS APPROACH

Worth mentioning is that both the HED and the SAP essentially dismiss human carcinogenicity as an atrazine issue. Syngenta should point this out, even while recognizing the real debate moves on to other health effect issues.

Regarding those other health concerns, the central issue communication tactic available to Syngenta is to use the EPA risk assessment document, which is based on real-world exposure potential, to blunt the SAP report's alarming "toxic threat" assertions, which are based on hypothetical health effects possibilities.

In terms of health effects issues, the material most potentially damaging to atrazine is the SAP's suggestion that exposure to atrazine is likely associated with a wide range of adverse human health effects, from delayed maturity in children to increased incidence of Non-Hodgkins Lymphoma in Midwestern growers, to alleged higher-than-expected rates of cancer mortality in manufacturing workers.

Fortunately, the HED's risk assessment provides a basis for countering the SAP's contentions without requiring an involved and fear-provoking discussion of neuroendocrine action, LH surges, and the like. The HED risk assessment essentially accepts as its starting point the SAP's findings on all the potential human health effects associated with the mode of action identified as the root of toxicity related to atrazine exposure. This means that in evaluating aggregate risk for all population subgroups, the HED **included** consideration of the heightened vulnerability of children and the

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worker epidemiology issues raised by the SAP. The risk assessment takes the SAP's set of potential health effects and applies to them data from toxicology studies to determine an atrazine exposure level that would trigger concern about any of the health effects. **The additional FQPA 10x safety margin for protection of infants and children is factored into the calculation.** These "concern-triggering" dose levels are combined with exposure models to derive concentration levels, which equate to exposure amounts, which represent potential risks to human health.

The bottom line is that after all that analysis and computation, the EPA's preliminary risk assessment indicates **no acute health effect risk** associated with atrazine risk. Concern about chronic health effects is limited to:

- 9600 children who drink water from 25 community water systems
- possibly children whose drinking water comes from wells in high use areas for atrazine (the HED wants more data)
- adults applying liquid atrazine with certain equipment in turf
- children and adults exposed to atrazine applied post-emergence in turf.

This is not to suggest that these risk groups are unimportant. But addressing well-defined risk factors for these specific, identified groups is doable, through revised labeling, intensive management in target watersheds, etc. Responding to the SAP's sweeping, all-inclusive health effects incriminations would be much more problematic.

CAVEATS

Obviously, this approach places great store in the HED Preliminary Risk Assessment. Care would have to be taken to ensure there are not unacceptable elements in the document, which would cause problems for Syngenta in embracing it as the basis for atrazine's safety case.

Companion messages would need to be developed to address true risk in the 25 CWSs... maybe data since 1998 resolves the concern... management plans are already in place... Syngenta will do whatever it takes (including geographical exclusions?) to make sure all risk is addressed, etc

THREE MAIN THEMES IN SAP REPORT

While the SAP report included some very positive statements that atrazine should not be classified as a "likely human carcinogen," it contained problematic statements about possible epidemiological links to cancer and the potential for unknown effects on children. These latter statements are ripe for exploitation by activist groups and sensational journalists and could negate the positive statements about atrazine's cancer classification.

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SUMMARY OF KEY THEMES

Cancer classification. The SAP report strongly disagrees with EPA on the agency's initial determination. The report said there was "overwhelming agreement" that atrazine should not be classified as a "likely human carcinogen." The consensus of the SAP was that atrazine should be classified as "not likely to be a human carcinogen" or "not enough information to classify." One panel member felt atrazine should be classified as a "possible human carcinogen."

After the SAP review, the Cancer Assessment Review Committee of EPA's Health Effects Division classified atrazine as "not likely to be carcinogenic to humans."

Other cancer concern. While the SAP was clear that the mode of action that caused mammary tumors in one species of rat (the Sprague Dawley rat) is not relevant to cancer in humans, the SAP document may give new impetus to other cancer concerns. Several panel members said EPA had given "inadequate attention" to epidemiological studies that link or could link atrazine to cancer. The panel was concerned that several reports on non-Hodgkins Lymphoma (NHL) had been discounted even though they suggested that atrazine could produce adverse health effects in humans unrelated to the mode of action that caused mammary tumors in the Sprague Dawley rats. Particularly troubling is the SAP's comment about NHL among atrazine manufacturers, which suggest that "relatively short term atrazine exposures may be sufficient to cause NHL." The few cases of NHL seen in manufacturers "probably reflect the tip of the iceberg for the effect of atrazine exposure in this workforce." The report also focused on farmer epidemiological studies, which have shown "consistent positive associations with NHL." They said exposure to atrazine was probably underestimated in those studies.

The panel also said that a breast cancer study in Kentucky was "hypothesis generating" and should be followed up. They thought an ovarian cancer study of triazines was more relevant than EPA had said. The panel said the study "raised the question as to whether a chemical acting on the pituitary-gonadal axis might be relevant to ovarian cancer in humans."

The panel urged EPA to reword its document to say "there are a few epidemiologic studies that suggest a possible association between atrazine (or triazine) exposure and NHL and ovarian cancer." These statements suggest that one mode of action caused mammary tumors in one kind of rat but that some unidentified mode of action may be causing cancer in humans.

Possible effects on children. Statements about possible long-term, unknown effects on children were even more problematic. The SAP concluded that the same mode of action that led to mammary tumors in Sprague Dawley rats would not cause cancer in humans, but could trigger non-cancerous effects. The panel theorizes that atrazine, because of low-level endocrine activity, could have effects on fetal development and children that "could be latent and emerge later during the challenge of puberty or during

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senescence." The section on potential effects on children uses very inflammatory language, raising the specter of serious birth defects caused by fetal alcohol syndrome and implying that early exposure to atrazine could cause fetal and developmental effects in humans.

PREPAREDNESS FOR MEDIA INQUIRIES -- Q&A

Explain the makeup of the SAP and how the members are chosen?

NEED AN ANSWER: Syngenta should have all of the details on the number of members, how they are chosen, their specialty, etc.

What do you think about the SAP's findings about atrazine?

SUGGESTED ANSWER: We believe the SAP did an excellent job of reviewing the scientific data and the many studies that have been conducted to examine the cancer potential of atrazine. We believe their conclusion that atrazine is not likely to cause cancer in humans was the correct finding.

What about their concerns about a possible link to cancer in various human epidemiology studies and the comments about possible long-term effects on children?

SUGGESTED ANSWER: In those areas, the SAP did not have data to answer all their questions, as they did with the cancer classification issue. For example, they did not have access to real-world data on actual human exposure. And they did not have full details on all the epidemiology studies. In the absence of data, they raised questions and created some "what-if" scenarios. The EPA's Health Effects Division (HED) had extensive data on real-world exposures when it conducted its risk assessment of atrazine.

Do you think the SAP overstated the situation with children and epidemiology?

NEED AN ANSWER: *ACHIEVA COMMENT: As outsiders, it looks to us that the scientists let their imaginations run wild with no data to support their scenarios. We were surprised that a group of scientists would float so many trial balloons. It's one thing to ask for more data; it's quite another to give life to unsupported imaginings. Syngenta will, of course, have to weigh the political risks of your answer.*

The SAP says that early exposure to atrazine could trigger unknown and long-term effects in children. How would real-world data ease their concern about childhood effects?

SUGGESTED ANSWER: The SAP was clear in its assessment that the mode of action that caused mammary tumors in one strain of rat was also the mode of action that could cause other effects in humans. That mode of action (the release of a specific hormone, which triggers an increase in estrogen levels) occurs only when the hypothalamus (a section of the brain) is exposed to a very high dose. The SAP states that the cancerous effects seen in rats at high doses do not occur at some lower dose. Real world data, from all sources of exposure, show that all population groups, even children, are not exposed at a level that would trigger the mode of action. The EPA's HED calculated all potential exposure, increased it by 10X to account for children, and concluded that children would not be at risk from atrazine.

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The SAP says EPA did not give consideration to transfer of atrazine to the fetus or transfer in breast milk. Has this been considered?

NEED AN ANSWER

The SAP says that children's brains develop at an explosive rate in the first few years. How do you know that even a tiny amount of exposure to atrazine would not stimulate the hypothalamus and trigger adverse effects?

NEED AN ANSWER: Recommend that if any studies have been done, they should be cited. If not, state that there are very large margins of safety for allowable adult exposure, to account for differences between humans and laboratory animals. These margins are then magnified 10-fold to account for differences between children and adults.

The SAP says atrazine caused delayed puberty in male and female rats. How do you know, as the SAP suggests, that infant or childhood exposure to atrazine is not causing latent effects, such as delayed puberty?

SUGGESTED ANSWER: (If you have other studies aside from the one that showed delayed puberty in rats, cite them.) Furthermore, as the SAP points out, advanced puberty, not delayed, is the observed trend worldwide.

Maybe delayed puberty isn't happening, but how do you know, as the SAP suggests, that some effect from childhood exposure might show up in old age?

NEED AN ANSWER

How does real-world exposure compare to the dose that triggers the mode of action?

NEED AN ANSWER

Aren't some 10,000 children in rural areas at risk because of exposure through water?

SUGGESTED ANSWER: The EPA's HED concluded that some 25 community water systems had had atrazine levels that were not protective under the 10X children's safety factor. Those communities, which get their water from small lakes in a confined watershed, have been identified and Syngenta has been working with them for a number of years to minimize or eliminate atrazine concentrations in their water. We are confident that stewardship measures can ensure/have ensured that no child is exposed to concentrations in excess of levels that are protective. (Syngenta will have to explain the EPA HED)

Maybe the hypothalamus-related mode of action that caused tumors in rats doesn't cause cancer in humans, but humans and rats are different. How do you know that atrazine doesn't trigger some other cancerous pathway in humans?

NEED AN ANSWER: Suggest that the answer should include mention that National Cancer Society says trends have been dropping during the 30 years that atrazine has been widely used in agriculture.

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The SAP urged EPA to more carefully weigh the epidemiological evidence that atrazine may be linked the various cancers. On the one hand SAP says the hypothalamus-related mode of action cannot cause breast cancer in humans, but on the other hand, they seem to be saying that atrazine may be linked to other kinds of cancer. Based on that, why did the SAP say atrazine is “not likely to cause cancer in humans?” It seems that they aren’t so sure.

SUGGESTED ANSWER: Where the SAP had solid data and clear facts, they were able to conclude with certainty that atrazine would not cause breast cancer in humans. The various epidemiology studies are not supported by that kind of data. People in study groups who have cancer were exposed to many possible cancer agents through diet, work, heredity, etc. As scientists charged with reviewing the potential risks of atrazine, the members of the panel naturally had questions about the reported exposure to atrazine or triazines. But it’s very important to understand that the SAP does not believe that any of the epidemiology studies makes a strong case that atrazine causes cancer. They’d just like more information.

Shouldn't those potential epidemiological links be explored further?

NEED AN ANSWER: Recommend answer be based on stewardship commitment.

SAP says epidemiological evidence is insufficient to rule in or out an association with atrazine and childhood cancer. In fact, it hasn’t even been studied. SAP would like to know if hormonal effects in childhood or adolescence may have an impact on cancer occurrence in later years. What do you think of that recommendation?

NEED AN ANSWER: Recommend that answer refer to declining cancer rates nationwide during period of atrazine use and the fact that exposure is well below the dose that would trigger the hormonal mode of action.

SAP suggests that your own manufacturing workers might be at risk in the future. They said the 3 reported cases of non-Hodgkins Lymphoma were “probably the tip of the iceberg” for your workforce because most of the workers are too young for cancer to have developed.

They also say that “relatively short term atrazine exposures may be sufficient to cause NHL in your workers. Do you agree with that?

SUGGESTED ANSWER: We take our employees’ health very seriously and we feel the statements by the SAP were irresponsible. Three cases of NHL among a workforce of xxx people is not out of line with the national and statewide averages. The SAP had absolutely no factual basis for making those statements. In fact, SAP contradicts its “tip of the iceberg” statement by saying two workers with less than 1 year of experience illustrate that atrazine may cause cancer after short term exposure. Which is it? Has there not been enough time for cancers to develop, or does cancer develop right away? The SAP, in the absence of data, drifted into speculation. We are continuing to monitor our employees’ health, but (some statement about not expecting to see unusual trends).

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Are you concerned about the higher than normal incidence of NHL among farmers, which has been seen in many epidemiological studies? How can you be sure that atrazine is not linked to those NHL cases?

NEED AN ANSWER:

What are the details on the Kentucky breast cancer study (Kettles et al, 1997), which the SAP said was sufficient to at least generate a hypothesis about atrazine and the cancers?

NEED AN ANSWER

What can you tell me about the ovarian cancer study mentioned in the report, which SAP says "raises the question as to whether a chemical acting on the pituitary-gonadal axis might be relevant to ovarian cancer in humans?"

NEED AN ANSWER

The SAP mentions that data about prostate cancer have not come in yet. What is that all about?

NEED AN ANSWER

Do you agree or disagree with the SAP that EPA has not adequately considered all of the epidemiological data?

NEED AN ANSWER

EPA's Health Effects Division (HED) seems to be saying that the protective level of atrazine in water is 12.5 ppb, four times higher than your current MCL of 3 ppb. What do you think about that? Are you going to petition for a higher MCL?

NEED AN ANSWER

The HED apparently listened to the SAP on the cancer classification and upgraded atrazine to "not likely to cause cancer." But they apparently did not pay any attention to any of the other SAP advice on children effects and epidemiological effects. How do you explain that?

NEED AN ANSWER

With the exception of those 25 watersheds, HED could find little concern about atrazine. Were you surprised that they went so easy on you?

NEED AN ANSWER

What do you think will happen next?

NEED AN ANSWER

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Duvall Sherry **Atrazine EXPOSED** Unsealed by the Court & Exposed by SourceWatch

From: Carter Kay CP USGR EXC
Sent: Monday, November 08, 1999 4:45 PM
To: Duvall Sherry CP USGR EXC
Subject: FW: ATZ Testimonial Quote Project

FYI

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

From: Steve Powell [mailto:achievas@bellsouth.net]
Sent: Monday, November 08, 1999 3:54 PM
To: Mcfarland Janis CP USGR EXC; Carter Kay CP USGR EXC
Cc: Cindy Lynn Richard, CIH; terry@achieva-inc.com
Subject: ATZ Testimonial Quote Project

Janis and Kay;

I discussed the grower telephone contact project with Terry. ACHIEVA's cost estimate for the project is as follows:

Scope of work:

- Phone questionnaire development
- Conduct telephone interviews with 20 growers (list supplied by Novartis)
- Steer the interview to ensure that content of responses addresses pro-atrazine topics identified by Janis
- Condense interview information into testimonial "sound bytes" for use in atrazine fact sheets
- Submit testimonial comments to growers for their approval; obtain written releases from growers for use of their comments in atrazine communications materials
- Compile and organize by topic finished, approved comments for use in fact sheets and other communications pieces

Cost estimate:

50 hours @ \$120 / hr. \$ 6,000.00

Please let me know if there are questions. Meanwhile, I will be in contact to make sure we have the go-ahead to proceed.

Thank you,
Steve

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Invoice Date: December 14, 1998

Janis McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Project: Atrazine Exposure Education Project

Project # 1129

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Based on recent scientific assessments of atrazine exposure during application of the product, ACHIEVA will review label requirements for handling Novartis products containing atrazine and develop an education and training program designed to build growers' and applicators' awareness of atrazine handling requirements.

Services include:

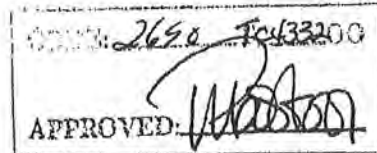
- Analysis and assessment of findings of recent atrazine exposure data
- Written report evaluating adequacy of current atrazine handling requirements, based on exposure study results
- Consultation and recommendations on handling requirements on product labels
- Designing an education and training program on proper atrazine handling procedures

(Note: Preparation and production of training materials, if approved by Novartis, would constitute a follow-up project.)

FEES: \$10,500

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt



Thank You For Your Business

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Invoice Date: December 14, 1998

Janis McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 165
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-676-2388
E-mail: achievainh@logica123.net

Project: Atrazine Focus Group Testing

Project # 1128

ACHIEVA, INC. Tax ID Number 35-2030702

Description: This qualitative research will provide proven messages for best positioning atrazine and effectively addressing allegations, concerns and/or issues.

ACHIEVA, Inc. will provide all services required to develop draft key messages, test the messages before qualified focus group panels, and recommend final atrazine key messages based on the testing results. Services include:

- Research, writing and editing to develop draft key messages
- Logistical arrangements for and on-site execution of six focus groups to be held in three targeted Midwestern cities in fully equipped research studio settings.
- Development of criterion and questionnaire for recruiting participants
- Professional facilitator
- Development of storyboards, video clips or other visual aids for testing the messages
- Revision of messages based on ongoing focus group input
- Written reports summarizing group input
- Video tapes of each focus group session
- Consultation, analysis and final report from Achieva professionals
- Ideas for effectively communicating and using the proven messages

OK to pay
FEES: \$21,500
TC-4560
W.T. Brink
12-15-98

Please remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

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Invoice Date: December 1, 1998

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

**Project: Travel Expense Reimbursement for Strategic
Planning Meeting- Nov. 10, 1998 Greensboro, NC**
Project # 1117
ACHIEVA, INC. Tax ID Number 35-2030702

Description:

Travel Expenses for Achieva, Inc. (Cindy Richard) associated with the November 10, 1998 Strategic Management Planning meeting held at Novartis Crop Protection, Greensboro, NC
November 10, 1998- Strategy Planning Meeting
November 11, 1998- 8 hours on activities related to Ohio Citizen Action and coming up to speed on Atrazine Issues-[no charge for time]

Reimbursement Charges: \$737.00

C.L. Richard
Hotel \$ 84.00
Airline \$607.00
Parking \$ 36.00
Taxi \$ 10.00

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

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Thank You For Your Business

*lc 2690 12-8-98
TF 4227
Janis E. McFarland*

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ACHIEVA, INC.
Issues Resolution

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Invoice Date: October 19, 1998

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

Project: Issue Consultation and Issue Management Assistance
Project # 1105
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of October 1998.

FEES:

\$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

CODE: _____ T _____ 00
APPROVED: _____

Janis E. McFarland \$2300.00 TF 4223-2890
Kay B. Carter \$2300.00 TF 4223-2890

CONFIDENTIAL INFORMATION - SUBJECT TO
PROTECTIVE ORDER IN ATRAZINE LITIGATION

SYN04563409

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Invoice Date: November 4, 1998

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
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Fax: 317-575-2389
E-mail: achievath@logical123.net

Project: Issue Consultation and Issue Management Assistance
Project # 1109
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of November 1998.

FEES: \$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

*Janis E. McFarland \$2,300.00
TF4227-2300.00
Kay B. Carter \$2,300.00
TF4223-2890*

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Invoice Date: November 5, 1998

Janis E. McFarland, Ph.D.
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

5570 Sterrett Place
Suite 208A
Columbia, MD 21044

Project: OP ED – for Ohio- based Newspapers

Project # 1113

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Assisted in identifying and developing an appropriate local response to concerns and allegations regarding atrazine and water quality.

Professional services include:

- Topic research
- Coordination with author
- Editing and consultation
- Coordination with newspapers

FEES:

Professional hours 19 x \$120 = \$2,280
*(Preferred Novartis rate \$120/hour)

\$2,280

#1140 Janis E. McFarland TF4227

Please Remit to:

ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Kay B. Carter TF4223-286
#1140

Terms: Due Upon Receipt

Thank You For Your Business

*Billable rate: professional staff	\$150/hour	*(unless otherwise indicated)
administrative support	\$30/hour	
expenses	direct reimbursement	

CONFIDENTIAL INFORMATION - SUBJECT TO PROTECTIVE ORDER IN ATRAZINE LITIGATION

SYN04563411

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ACHIEVA, INC.
Issues Resolution

Invoice Date: November 8, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievatr@logical123.net

Project: Issue Consultation and Issue Management
Assistance - November 1999

Project # 1439

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of November 1999.

FEES:

\$4,600

Please Remit to:

ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

*Janis to KC
12-14*

Terms: Due Upon Receipt

Thank You For Your Business

\$ 2300.00
lc 2690
TF 4024
Janis McFarland

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch

Invoice Date: December 1, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

ACHIEVA, INC.
Issues Resolution

P.O. Box 311
Zionsville, IN 46077-9998
Tel: 317-873-3418
Fax: 317-873-3516
<http://www.achieva.com>

**Project: Issue Consultation and Issue Management
Assistance - December 1999**

Project # 1446
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by Achieva, Inc. for the month of December 1999.

FEES: \$4,600

Please Remit to: ACHIEVA, Inc.
P.O. Box 311
Zionsville, IN 46077-9998

Terms: Due Upon Receipt

Thank You For Your Business

*Janis to KC
12-14*
*2300.00 ic 2690
TF 4228 Janis McFarland*

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: March 19, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logcal123.net

Project: Atrazine message testing; Triazine Network
Focus Group
Project # 1130
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Planning, conducting, and reporting results from a focus group session with communicators from Triazine Network organizations. Session was completed on February 25, 1999.

FEES:

Planning, setup, and coordination by ACHIEVA	\$ 3,000
Focus group materials production by ACHIEVA	500
Facilitator fee for research, preparation	500
Session execution (includes facilitator fee)	1,000
Results evaluation and reporting (includes facilitator fee)	1,500
Facilities charge (Univ. of Denver)	250
Travel expenses (Steve Powell)	1,187
TOTAL	7,937

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

Janis E. McFarland
TT 9650
lc 2698

CONFIDENTIAL INFORMATION - SUBJECT TO
PROTECTIVE ORDER IN ATRAZINE LITIGATION

SYN04563414

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: December 1, 1998

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Project: Issue Consultation and Issue Management Assistance

Project # 1116

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of December 1998.

FEES:

\$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

TF 4224 \$2300
12/26/98
Janis E. McFarland

TF 4223- \$2300
2690 Kay B. Carter

FILED UNDER SEAL

Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: October 1, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-576-2385
Fax: 317-576-2388
E-mail: achlovath@logical123.net

Project: Issue Consultation and Issue Management
Assistance - October 1999

Project # 1434
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of October 1999.

FEES:

\$4,600

Please Remit to:

ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

ic 2690
#2300.00TF 4227
Janis E McFarland

TF4223 - 2690

Key B. Carter

Terms: Due Upon Receipt

Thank You For Your Business

*sent to Janis
10-11-99*

FILED UNDER SEAL

Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: September 1, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-576-2385
Fax: 317-576-2388
E-mail: achlevath@logical123.net

Project: Issue Consultation and Issue Management
Assistance - September 1999

Project # 1428
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of September 1999.

FEES: \$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

Thank You For Your Business

Janis E. McFarland

*To: Janis E. McFarland
9-10-99*

*ic 2690
TF 4227 2300.00 Janis E. McFarland*

*TF-4223-2690
Kay B. Carter*

FILED UNDER SEAL

Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: August 1, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Project: Issue Consultation and Issue Management

Assistance - August 1999

Project # 1416

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of August 1999.

FEES: \$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

\$ 2300
TF 4227
1c 2690

Terms: Due Upon Receipt

approved: Janis E. McFarland \$2300.00

Thank You For Your Business

TF 4223 \$2300
Kay B. Carter



Invoice Date: July 19, 1999

Janis McFarland, Ph.D
Director of Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logica123.net

Project: Issue Management / Issue Communication
Support for Atrazine - Novartis Response to
Environmental Working Group
Project # 1415
ACHIEVA, INC. Tax ID Number 35-2030702

Description:

Per the request and direction of Janis McFarland, Steve Powell and Cindy Richard, CIH of Achieva, Inc. worked with Novartis Crop Protection personnel to develop an appropriate response to a letter sent by Ken Cook, President of the Environmental Working Group to Mr. Heiri Gugger, CEO, Novartis Crop Protection.

Achieva worked with Novartis in providing issue related consultation and the overall writing and coordination needed for a timely, substantive response to EWG and their concerns / allegations.

FEES:

9.5 hours @ \$120 \$1,140.00

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

Terms: Due Upon Receipt

CODE: 2690 T F 227 00
APPROVED: Janis McFarland

Thank You For Your Business

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: July 1, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achiewath@logical123.net

**Project: Issue Consultation and Issue Management
Assistance - July 1999**

Project # 1410

ACHIEVA, INC. Tax ID Number 35-2030702

Description: Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products. Sharing of issue management ideas and expertise by AHCIEVA for the month of July 1999.

FEES: \$4,600

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

TF 4227
IC 2690
2300

Janis E. McFarland

Terms: Due Upon Receipt

Thank You For Your Business

TF 4223 # 2300
IC 2690
Kay B. Carter

TF

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



Invoice Date: May 17, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Project: Atrazine Focus Group Expenses

Project # 1187
ACHIEVA, INC. Tax ID Number 35-2030702

Description: Reimbursement of travel, lodging and miscellaneous expenses incurred by Achieva in conducting the atrazine focus groups in Springfield, IL and Indianapolis, IN.

Travel expenses:

Airfare:	Steve. Powell	\$957.00
	Bruce Hutton	\$979.00
Mileage:	Terry Henderson (484 X .33)	\$159.72
	Steve Powell (33X.33)	\$ 10.89
Room and Board:		
	Springfield, IL Hilton (5 rooms)	\$522.50
	Indianapolis, IN Adams Mark (1 Room)	\$114.33
Food, Parking, Misc. expenses: (receipts attached)		\$155.24

Participant Incentives:

36 Participants @ \$75 \$2,700.00
(List attached)

Total Reimbursement Due to ACHIEVA, Inc. \$5,598.68

Please Remit To: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

1c 2690
TF4227
Janis E. McFarland

Terms: Due Upon Receipt

Thank You For Your Business

CONFIDENTIAL INFORMATION - SUBJECT TO
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SYN04563421

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



12220 North Meridian Street
Suite 155

Carmel, IN 46032

Ph: 317-575-2395

Fax: 317-575-2388

E-mail: achlevath@logical123.net

Atrazine Focus Group Participants
Springfield, IL / Indianapolis, IN
April 22-23, 1999

ACHIEVA paid an incentive of \$75 to each of the following focus group participants:

Indianapolis Ag / Technical Group

Matthew Dickey (Eagle Creek Watershed)	Jerry Rulon (Grower)
Steve Ludwig (IN Soybean Council)	Randy Bernhardt (National FFA)
Greg Slipher (IN Pork Producers)	
Julia Wickard (Offc. of the Commissioner of Ag.)	
Bill Rice (Purdue Univ. Cooperative Ext. Ser. - Hamilton County Agent)	

Indianapolis Community Leaders Group

Diana Merritt (Registered Nurse)	Marc Monte (Minister)
Jeff Johnson (Engineer)	Larry Kleiman (Minister)
Bob Maxam (Insurance professional)	Kurt Woerner (City Planner)
Paul Kroening (Software developer)	Thomas Bailey (Economist)
Mrs. Eric Newton (Environmental Manager)	
Eileen Carrol (PTA, Neighborhood Assn. Leader)	

Springfield Ag/Technical Group

Brian Fogarty (Terra)	Dave Punke (Grower)
David Savage (Grower / Crop Consultant)	Gary Neimeyer (Grower / IL CGA)
Jim Disney (Rosen's / IFCA)	Mike Thompson (Grower)
Jeff Adkisson (IL Grain and Feed Assn.)	

Springfield Community Leaders Group

Cindy Lopian (Mgr., Housing Authority)	Mary Nika (Reg. Nurse)
Rick Turner (Grant Administrator - state)	Linda Hawks (PTA, church lay leader)
Bonnie Altman (Social worker)	Dennis Herbert (Engineer)
Aaron Parsons (Small business owner)	Russell Benning (Teacher)
Sue Rodgers (Teacher)	Jill Brillhart (Teacher)
Clint Handley (Hwy. Foreman, union steward)	Ned Riseman (Real estate developer)

Total incentive costs: (36 x \$75)

\$ 2700

CONFIDENTIAL INFORMATION - SUBJECT TO
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SYN04563422

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12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Invoice Date: May 14, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

Project: Issue Consultation and Issue Management
Assistance - May 1999
Project # 1185
ACHIEVA, INC. Tax ID Number 35-2030702

Description:

Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products; issue management counsel for the month of May, 1999.

FEES:

\$4,600

TF4223-2690

\$2300

Kay B. Carter

Please Remit to:

ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

\$2300

Terms: Due Upon Receipt

TF 4227 Janis McFarland
K-2690 6-3-99

Thank You For Your Business

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achievath@logical123.net

Invoice Date: April 18, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

Project: Issue Consultation and Issue Management

Assistance - April 1999

Project # 1174

ACHIEVA, INC. Tax ID Number 35-2030702

Description:

Monitoring and reporting of issues related to atrazine and Novartis Crop Protection and Novartis Crop Protection products; issue management counsel for the month of April, 1999.

FEES:

\$4,600

Please Remit to:

ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

*\$2300 TF 4227
Janis E McFarland*

*\$2300 TF 4223
Kay B. Carter*

Terms: Due Upon Receipt

Thank You For Your Business

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Atrazine EXPOSED Unsealed by the Court & Exposed by SourceWatch



12220 North Meridian Street
Suite 155
Carmel, IN 46032
Tel: 317-575-2385
Fax: 317-575-2388
E-mail: achlevath@logical123.net

Invoice Date: April 19, 1999

Janis E. McFarland, Ph.D
Director, Agricultural Stewardship
Novartis Crop Protection
P.O. Box 18300
Greensboro, NC 27419-8300

Project: Novartis Letter to the Editor; St. Louis Post-Dispatch ; "Ensuring a Safe Drinking Water Supply"

Project # 1179

ACHIEVA, INC. Tax ID Number 35-2030702

Description:

ACHIEVA worked with Janis McFarland and Kay Carter to develop messages for a Letter to the Editor responding to April 11 articles about atrazine impact on water quality, drafted a letter, and revised based on client review.

The final letter, signed by John Barnett, was published in the *Post-Dispatch* on Sunday, April, 18.

FEES: \$ 960.00

Please Remit to: ACHIEVA, Inc.
12220 North Meridian Street
Suite 155
Carmel, IN 46032

TF4223
Kay B. Carter

Terms: Due Upon Receipt

Kay B. Carter 5-12-99

Thank You For Your Business

CONFIDENTIAL INFORMATION - SUBJECT TO
PROTECTIVE ORDER IN ATRAZINE LITIGATION

SYN04563425