

Draft Feb 23, 2015

**ATTACHMENT A: PREPAREDNESS AND ENGAGEMENT PLAN  
FOR IARC CARCINOGEN RATING OF GLYPHOSATE**

*Last Updated: February 17, 2015*

**OBJECTIVES FOR PREPAREDNESS & ENGAGEMENT**

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- Protect the reputation and FTO of Roundup by communicating the safety of glyphosate
- Amplify science-based information to prevent unfounded claims from becoming popular opinion
- Provide cover for regulatory agencies to continue making re-registration decisions based on science

**AUDIENCES**

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- IARC Panelists and Observers
- Regulators
- Stakeholders
- Farmer Customers

**STRATEGIES/TACTICS**

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PRE-IARC

**1. Amplification of Scientific Studies**

- Support the development of three new papers on glyphosate focused on epidemiology and toxicology
- Work with RPSA and Strategic Communications to amplify existing studies and new papers
  - Authors work directly with scientific journals to issue alerts and news releases on new bodies of work
  - RPSA posts blog from first-person viewpoint of Monsanto's David Saltmiras, co-author of one of the glyphosate cancer papers
  - Share resources and content with Monsanto key regions to amplify the message globally

**2. Inform / Inoculate / Engage Industry Partners**

- Develop a "toolkit" containing key information and resources
  - Identify any message shortcomings and address through updates to [monsanto.com/glyphosate](http://monsanto.com/glyphosate) and through US and EU blog posts
- Work with RPSA, Stakeholder Outreach Team, Industry Affairs, Government Affairs, US Business, Global CE and Regulatory teams, etc. to engage industry partners
  - **Tier 1:** Crop Life International / European Crop Protection Association / GMO Answers / BIO – identify committees that are best to engage
  - **Tier 2:** Academics (AgBioChatter), Biofortified, Sense About Science, **Genetic Literacy Project, Academics Review**
  - **Tier 3:** Alert food companies via Stakeholder Engagement team (IFIC, GMA, CFI) for "inoculation strategy" to provide early education on glyphosate residue levels, describe science-based studies versus agenda-driven hypotheses
  - **Tier 4:** Inoculate key grower associations

**3. Address New Allegations**

- Respond quickly and publically to new pseudoscience cancer studies
- Identify / request third-party experts to blog, op/ed, tweet and/or link, repost, retweet, etc.

POST-IARC

**4. Orchestrate Outcry with IARC Decision ~ March 10, 2015**

- Industry conducts robust media / social media outreach on process and outcome
  - [Sense About Science?] leads industry response and provides platform for IARC observers and industry spokesperson
  - CLI and other associations issue press releases