

ISSUES PLAN  
Farm Aid / Neil Young

## DRAFT – updated 9/16/15

### Approach

Our approach will be a combination of proactive and reactive leading up to and during the Farm Aid concert.

**We will proactively push out content highlighting Monsanto's support for American farmers on our digital channels leading up to and during the Farm Aid concert.** Our strategy is to establish some common ground/shared values with people attending or following Farm Aid online. This is a good opportunity to use existing content and connect with a core issue of both Farm Aid and Neil Young. See full proactive digital content plan below.

**We will use a reactive-only approach to specific issues arising from the Farm Aid concert.** We have identified issues most likely to gain traction from Farm Aid (related to Neil Young and Farm Aid) and will respond appropriately if issues start trending online or we get media inquiries. See messaging and assets below.

**We will also reach out to some key partners (GMA, IL Farm Bureau, USFRA) to make them aware of the Farm Aid concert and encourage them to join us in sharing positive content about American farmers.**

### Key Dates

- June 29 – “The Monsanto Years” album released
- July 4 to 24 – Neil tour (not well attended)
- July 23 – Seeding Fear documentary released
- Sept 17 – start posting proactive content (details below)
- Sept 19 – Farm Aid concert in Chicago
- Sept 29 – Senate hearing
- Oct 1 to 17 – Neil tour

### Key issues for Neil Young and Farm Aid

We audited Neil Young (album lyrics, social media posts, etc.) and Farm Aid (website, social media posts, etc.) to identify their key issues and drive our preparedness efforts. Below are the highlights from the audit.

#### “The Monsanto Years” track listing and descriptions:

1. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/anedayforlove.html" ] – the “greedy” are “plundering” the planet; no Monsanto mention
2. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/wolfmoon.html" ] – “thoughtless plundering” of planet; no Monsanto mention
3. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/peoplewanttohearaboutlove.html" ] – government influence; Chevron and Citizens United mentioned; pesticides cause autism; no Monsanto mention
4. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/bigbox.html" ] – government influence; “democracy crushed at their feet;” Walmart and Citizens United mentioned; no Monsanto mention
5. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/arockstarbucksacoffeeshop.html" ] – GMO labeling; Vermont; farmer choice; corporate control of farms; government influence; Monsanto and Grocery Manufacturers Alliance mentioned
6. [ HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/workinman.html" ] – Moe Parr; seed patents; “Clarence Thomas worked for Monsanto;” mentions Monsanto

#### Comment [CW1]:

From Scott K:  
The Coalition's media folks are working on draft responses should they get any inquiries about labeling within the context of Farm Aid. I don't think additional info over the weekend is necessary but feel free to pass it to me and I can send it along. If the Farm Aid folks want to tie Monsanto into the labeling effort during the show, I feel comfortable in saying the Coalition simply won't take the bait and engage on that aspect of it. And they are well versed in every other aspect of the labeling issue.

I would refer any inquiries about the labeling bill itself or the supportive Coalition to Claire Parker with the Safe and Affordable Food Coalition.: 202.677.7699 or [ HYPERLINK "mailto:press@csaf.org" ]

Comment [CW2]: Jeff Williams or Dave Tierney are reaching out to IL FB, sending our draft letter.

Comment [CW3]: Chelsey checking with Danielle.

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7. [ [HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/rulesofchange.html"](http://www.azlyrics.com/lyrics/neilyoung/rulesofchange.html) ] – seed patents; “owning life;” “sacred seeds;” mentions Monsanto
8. [ [HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/monsantoyears.html"](http://www.azlyrics.com/lyrics/neilyoung/monsantoyears.html) ] – pesticides are poison; seed patents; corporate control of farming; mentions Roundup and Monsanto throughout
9. [ [HYPERLINK "http://www.azlyrics.com/lyrics/neilyoung/ifidontknow.html"](http://www.azlyrics.com/lyrics/neilyoung/ifidontknow.html) ] – obscure environmental focus; oil mentioned; no Monsanto mentioned

Key issues covered on “The Monsanto Years” album:

- **Seed patents** – entire song about Moe Parr; three songs mention patents
  - Also: in July, Neil’s teams released [ [HYPERLINK "http://www.monsanto.com/newsviews/pages/michael-white.aspx"](http://www.monsanto.com/newsviews/pages/michael-white.aspx) ] mini documentary about Michael White
- **Government influence** – mentions Clarence Thomas working for Monsanto
- **Pesticide safety** – poison and autism mentioned
- **GMO labeling** – Vermont mentioned

Other key issues for Neil:

- **PCBs** – Neil has concerts in Spokane (Oct 2) and San Diego (Oct 13) and has mentioned Monsanto and the PCB lawsuits on Twitter to promote those dates
- **Hawaii** – Specifically pollution, water and fish in Hawaii. Neil was in Hawaii recently – potential video coming?

Farm Aid’s key issues:

- **Family farms** – Farm Aid’s mission is to “build a vibrant, family farm-centered system of agriculture in America.”
- **Industrial agriculture** – from Farm Aid’s website: “The industrial food system, which receives the lion’s share of public and private investment, focuses on the yield of just a handful of crops and animals and dismisses the many environmental and public health costs associated with an increasingly global and industrial food supply. These costs speak to the inefficiency of a food system driven by expansion, corporate consolidation and the push to maximize profits, generally at the expense of family farmers, food quality, environmental health and community well-being.”
- **Corporate power** – from Farm Aid’s website: “A handful of corporations control our food system from farm to fork. Unchecked corporate power leaves eaters with fewer options to support good food from family farmers and pushes independent family farms out of business. Corporate concentration in the food system has caused serious damage to rural communities, local economies, public health and our soil and water.”
- **GMOs** – from Farm Aid’s website: “Because the long-term social, environmental, and economic impacts of widespread adoption of GE technology are unknown, Farm Aid: 1) calls for transparency in our food system, and stronger safeguards for farmers; 2) supports the right for all of us to know what is in our food with mandatory GMO labeling; and 3) remains committed to the right of family farmers to access and save seeds, and to grow their crops without fear of contamination by GMOs.”
- **Farm policy** – from Farm Aid’s website: “Our food system is broken ... The food on our plates has been shaped by a misguided series of pro-corporate policies that carve out an agricultural system that works for the few, at the expense of the many. Farm policy — combined with growing corporate consolidation and unchecked power — siphons money away from family farmers and the communities that depend on them, and supports industrial farming systems that harm our soil and water, communities, economies and health. ... Each one of us can use our voice, our vote and our fork to join family farmers in the struggle for a more just food system, and a future that benefits all of us.”

Other Farm Aid 2015 bands and their key issues:

- **Willie Nelson** – corporate control and soil health; Willie’s sons are in Neil’s band
- **Jack Johnson** – GMO labeling; Jack started the Kokua Hawaii Foundation which promotes school nutrition

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- **Dave Matthews** – GMO labeling
- **John Mellencamp**
- **Imagine Dragons**

Farm Aid 2015 sponsors and their key issues:

- **Chipotle** – no GMO ingredients
- **Organic Valley** – “elimination” of GMOs; family farms
- **Horizon Organic** – no GMO ingredients; family farms
- **Amy’s** – GMO labeling (founding member of Just Label It and financially supported CA Prop 37)
- **Greener Fields Together** – environmental sustainability
- **Canidae** – natural pet food
- **Laguntas Brewing Company**

**MONITORING AND RESPONSE**

<p><b>Neil Young</b></p>	<p>Recent activity: mainly promoting album and tour; some recent posts about PCB lawsuits in Spokane and San Diego; post about Harpers article</p> <ul style="list-style-type: none"> <li>• [ HYPERLINK "https://twitter.com/Neilyoung" ] - @neilyoung - 285K followers</li> <li>• [ HYPERLINK "https://www.facebook.com/NeilYoung" ] - 3.1M likes</li> <li>• Relevant hashtags used: #themonsantoyears, #rebelcontenttour, #glyphosate</li> </ul> <p>Last posted on 9/2</p>
<p><b>Farm Aid</b></p>	<p>Recent activity: mainly promoting music; [ HYPERLINK "https://www.farmaid.org/blog/farmer-heroes/andrea-hazard/" ]; some past tweets about Syngenta bid, NEJM article, Vermont labeling</p> <ul style="list-style-type: none"> <li>• [ HYPERLINK "https://twitter.com/FarmAid" ] - @farmaid - 27K followers</li> <li>• [ HYPERLINK "https://www.facebook.com/FarmAid" ] - 87K likes</li> <li>• Relevant hashtags used: #farmaid30, #road2farmaid</li> </ul>

**FH Social Monitoring Dates:** Friday, September 18 – Sunday, September 20

**Email Reports:**

- **Timing:**
  - Friday 12pm, 4pm, 8pm
  - Saturday 12pm, 4pm, 8pm
  - Sunday 12pm, 4pm
- **Description:**
  - Report to include total volume and reach of conversations which mention Monsanto, as well as significant influencers who have entered in to the conversation. Also included will be a brief description as to action taken on any specific influencer conversations.

**Influencer/Mention Thresholds:**

The FH team will be monitoring for mentions of Monsanto in conjunction with FarmAid, events associated with FarmAid (e.g. HOMEGROWN), sponsors and performers. Specific hashtags to be monitored include #FarmAid, #Road2FarmAid, #FarmAid2015. If mentions are detected from accounts that meet the following criteria the below Protocol will go in to effect.

- Following of 5,000+

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- Verified account
- Closely connected to activist groups
- Known activist/association with activists

**Escalation Process:**

- If the social listening team identifies a high-risk mention, the team will immediately send an email alert to the following distribution list:
  - Monsanto: James Moade, Wes Matthews, Heather McClurg, Nick Weber, Mirna Kahakachchi, Kelly Clauss, Kelly Fleming, Andy Schaul, Cole Waggoner, Chelsey Robinson
  - FH: Steve Bauer, Erin Husband, Ken Fields, JD Dobson, Tony Zagora, Cully Eisenbeis, Ellie Mills, Ashley Parks, Garrison Chance, Kiersten Bagley
- If the high-risk mention warrants action/response, FH will also send a text message with a dial-in number and conference call time to:
  - Monsanto: James Moade, Andy Schaul, Wes Matthews, Kelly Clauss, Cole Waggoner, Chelsey Robinson
  - FH: Steve Bauer, Erin Husband, Ken Fields, JD Dobson
- FH staff will open conference line for group discussion on next steps and action, if needed.
- After the call, FH will email the group with a recap of agreed upon next steps and owners of specific action items.

**Contact Information:**

- Conference Line: 1-866-574-0995, 8540835#
- FH Host Code: 1464

Erin Husband		James Moade	
Steve Bauer		Andy Schaul	
Cully Eisenbeis		Wes Matthews	
Ashley Parks		Kelly Clauss	
Kiersten Bagley		Heather McClurg	
Ellie Mills		Nick Weber	
Garrison Chance		Kelly Fleming	
Ken Fields		Mirna Kahakachchi	
Kathryn Horan		Cole Waggoner	
		Chelsey Robinson	
		Melissa Duncan	

**Media monitoring**

Charla will forward the media line to her cell phone for the weekend; Charla to check with GMA/CSAF to make sure that our contact information referring media to them on labeling is good for weekend calls.

Comment [CW4]: Process?

**REACTIVE ONLY: Key Messages and Assets**

We have identified issues most likely to gain traction from Farm Aid (related to Neil Young and Farm Aid) and will respond appropriately if issues start trending online or we get media inquiries. See messaging and assets below. Based on our issues audit of Neil Young and Farm Aid, we identified the following as the main areas we need to be prepared for around the Farm Aid concert (Sept 19):

- **GMO labeling and safety** – key issue for Farm Aid, sponsors, Neil and other bands at Farm Aid; hot issue currently because upcoming Senate hearing (Sept 29)
- **Pesticide safety** – key issue for Neil; hot issue currently because Prop 65 and IARC
- **Seed patents** – key issue for Neil (album and “Seeding Fear” documentary)
- **Government influence** – key issue for Neil and Farm Aid

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- **Relationship with farmers** – key issue for Neil and Farm Aid

**GMO labeling**

Assets	<ul style="list-style-type: none"> <li>• [ HYPERLINK "https://www.youtube.com/watch?v=1qw_5i9Gbw8" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/posts/gmo-questions/" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/conversation/question/does-monsanto-support-mandatory-labeling-of-gmos-if-no-why-not" ]</li> <li>• [ HYPERLINK "http://www.monsanto.com/newsviews/pages/food-labeling.aspx" ]</li> <li>• [ HYPERLINK "http://monsantoblog.com/2014/06/13/gma-contests-legality-of-vermont-labeling-law/" ]</li> </ul>
Messages	<p>Responses to labeling issues should only happen if absolutely necessary and our comments should be very concise. Monsanto is part of a broader industry group currently working on the issue of mandatory labeling and our role is not to take the lead on communicating.</p> <ul style="list-style-type: none"> <li>• Short with link to GMA or other asset</li> </ul>

**Pesticide safety**

Assets	<ul style="list-style-type: none"> <li>• [ HYPERLINK "http://monsantoblog.com/2015/09/09/prop65/" ]</li> <li>• [ HYPERLINK "http://www.monsanto.com/iarc-roundup/pages/default.aspx" ]</li> <li>• [ HYPERLINK "http://monsantoblog.eu/paul-francois-vs-monsanto-not-as-clear-cut-as-it-might-look/%20-%20.VfcTzjYo670" \   ".VfcUNTYo670" ]</li> <li>• [ HYPERLINK "http://www.monsanto.com/glyphosate/pages/default.aspx" ]</li> <li>• [ HYPERLINK "https://www.youtube.com/watch?v=u58pfCru73E" ]</li> <li>• [ HYPERLINK "https://www.youtube.com/watch?v=bS4iVa3SaIY" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/posts/top-question-about-pesticides/" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/posts/when-applying-pesticides-precision-is-key/" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/conversation/question/does-monsanto-support-mandatory-labeling-of-gmos-if-no-why-not" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/conversation/question/how-do-you-reconcile-needing-hazmat-suits-to-spray-the-foods-that-we-subsequently-put-in-our-mouths-and-consume" ]</li> </ul>
Messages	<ul style="list-style-type: none"> <li>• As consumers ourselves, we place the highest priority on the safety of our products. We are proud to supply farmers with a broad range of tools to help them sustainably grow their crops, and, ultimately, help provide balanced meals for everyone – including our own friends and family.</li> </ul> <p><b>Prop 65</b> <b>Messages from 9/4/2015 Issue Alert</b></p> <ul style="list-style-type: none"> <li>• As it has with hundreds of other substances over the years, including aloe vera, the California Office of Environmental Health Hazard Assessment (OEHHA) has announced its intention to list glyphosate under the strict provisions of Proposition 65.</li> <li>• The sole basis of OEHHA's intention to list is the classification of glyphosate earlier this year by the International Agency for Research on Cancer (IARC). Under the provisions of Prop 65,</li> </ul>

OEHHA is required to simply accept the IARC classification without further scrutiny or review. OEHHA does not evaluate the weight or quality of the evidence considered by IARC.

- The IARC classification overlooked decades of thorough and robust analysis by regulatory agencies, including a multi-year assessment just completed on behalf of the regulatory authority in the European Union. Another registration review is currently underway by the U.S. EPA.
- No regulatory agency in the world considers glyphosate to be a carcinogen.
- Regulatory agencies have already reviewed all the key studies examined by IARC – and many more – and arrived at the overwhelming consensus that glyphosate poses no unreasonable risks to humans or the environment when used according to label instructions.
- The IARC classification also selectively used and interpreted data and is at odds with the conclusions of three other World Health Organization programs that have evaluated glyphosate.
- Monsanto continues to join with the industry in strongly disagreeing with IARC's classification. Glyphosate is an effective and valuable tool for farmers and other users, including many in the State of California.
- During the upcoming comment period, we will provide technical information to OEHHA about the safety of glyphosate and work to ensure that any potential listing will not affect glyphosate sales in California.

#### **IARC**

##### **Messages from 7/14/2015 Issue Alert**

- Safety is our top priority. Any time someone claims to have found a safety issue with one of our products, we take it very seriously and review their evidence closely. We will do the same with the IARC monograph.
- Glyphosate is not a carcinogen. When it comes to glyphosate, regulatory agencies have been clear for decades that all labeled uses of glyphosate are safe for human health. In fact, the U.S. EPA classified glyphosate in its lowest category for carcinogenicity. In 2013, the EPA again noted glyphosate “does not pose a cancer risk to humans.”
- This past January, another comprehensive, multiyear safety review was completed as part of the European Union's renewal of approval for glyphosate. The conclusion was that glyphosate was unlikely to pose a carcinogenic risk in humans.
- In fact, over the years, there have been more than 800 different studies on glyphosate safety –many of which have come from independent researchers.
- IARC's process is very different from that of regulatory agencies. It doesn't assess or look at real-world risk, use or exposure. According to IARC's own statements, “The IARC Monographs Programme evaluates cancer hazards but not the risks associated with exposure.”

#### **French Court Case**

##### **Messages from 9/10/2015 Issue Alert**

- Monsanto is confident in the quality of its products and takes any allegations regarding the safety of its products seriously.
- The Court of Appeal in Lyon upheld the previous decision of the 4th District Court, and we will review the motivation of this decision in the coming days in order to prepare an appeal in front of the Supreme Court.
- The ruling is inconsistent with the French civil liability principles and conflicts with the lack of evidence supporting the plaintiff's claims.

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	<ul style="list-style-type: none"> <li>The medical experts designated by the Civil Court concluded that none of the health conditions alleged by the claimant may have been caused by the alleged accident.</li> </ul>
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**Seed patents**

Assets	<ul style="list-style-type: none"> <li>[ HYPERLINK "http://www.rollingstone.com/music/news/monsanto-fires-back-at-neil-young-over-new-documentary-20150724" ] with our response to Seeding Fear</li> <li>[ HYPERLINK "http://www.monsanto.com/newsviews/pages/michael-white.aspx" ], Monsanto.com</li> <li>[ HYPERLINK "http://www.monsanto.com/sitecollectiondocuments/monsantocommitmentfarmerssandpatents.pdf" ]</li> <li>[ HYPERLINK "http://discover.monsanto.com/conversation/question/how-can-you-patent-biological-matter-and-say-that-it-is-yours-and-takedown-anyone-who-stops-using-your-seeds" ]</li> <li>[ HYPERLINK "http://discover.monsanto.com/conversation/question/why-sue-farmers" ]</li> </ul>
Messages	<p>Add high level messages</p> <p><b>Michael White / "Seeding Fear" documentary</b>  <b>Messages from 7/24/2015 Issue Alert</b></p> <ul style="list-style-type: none"> <li>Mr. White is not transparent in describing his actions or the situation. He actually admitted to knowingly planting, producing, saving, cleaning, and selling Roundup Ready soybeans illegally. All of this information is available in court documents.</li> <li>Protecting patents and copyrights can be difficult in any business - including the entertainment industry. Mr. White's actions are equivalent to pirating an album, producing thousands of copies, and selling bootleg copies - all while knowing what you're doing is illegal and that it will result in criminal charges if caught.</li> <li>Although they have tended to get a lot of attention, lawsuits between us and farmers who plant seeds without paying for them are actually very rare. Every year, hundreds of thousands of farmers plant our seeds. Since 1997, when we started trying to protect the patents on our seeds, we have gone to trial with a fraction of 1 percent of those customers.</li> <li>In addition, all of the proceeds we receive from any settlement - including Mr. White's settlement - are donated to youth leadership initiatives and to support the local communities in which farmers live and work.</li> </ul>

**Government influence**

Assets	<ul style="list-style-type: none"> <li>[ HYPERLINK "http://www.monsanto.com/newsviews/pages/revolving-door.aspx" ], Monsanto.com</li> <li>[ HYPERLINK "http://discover.monsanto.com/conversation/question/why-does-your-company-work-so-hard-to-get-your-board-members-elected-as-top-govt-officials-that-oversee-the-food-industry" ]</li> </ul>
Messages	<p>Add some messages</p> <ul style="list-style-type: none"> <li>We invite you to ask us your questions at [ HYPERLINK "http://www.discover.monsanto.com" ].</li> </ul>

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<b>Relationship with farmers</b>	
Assets	<ul style="list-style-type: none"> <li>• [ HYPERLINK "https://www.youtube.com/watch?v=unWUC1ANAvM" ]</li> <li>• [ HYPERLINK "http://www.americasfarmers.com" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/conversation/question/how-many-organic-farmers-will-you-put-out-of-business-with-your-money-hungry-corporate-lies" ]</li> </ul>
Messages	<p>Add some messages</p> <p>Facts from [ HYPERLINK "http://www.americasfarmers.com/learn-about-farming/" ] on AmericasFarmers.com</p> <ul style="list-style-type: none"> <li>• 97% of U.S. farms are family owned</li> <li>• Women run more than 1 million U.S. farms, which is roughly 30%</li> <li>• Agriculture is the nation's largest employer, providing 23 million jobs</li> <li>• In 1960, a farmer could feed 26 people on average. Today, a farmer feeds about 155</li> </ul>

Additional issues to be prepared for:

<b>PCBs</b>	
Assets	<ul style="list-style-type: none"> <li>• [ HYPERLINK "http://www.monsanto.com/newsviews/pages/pcbs.aspx" ]</li> <li>• [ HYPERLINK "http://discover.monsanto.com/conversation/question/what-do-you-have-to-say-about-the-tragedy-your-company-caused-in-anniston-alabama" ]</li> </ul>
Messages	<ul style="list-style-type: none"> <li>• We invite you to ask us your questions at [ HYPERLINK "http://www.discover.monsanto.com" ]</li> </ul>

**Comment [CW5]:** Nick, where do we stand on infographic?

<b>Hawaii</b>	
Assets	
Messages	<ul style="list-style-type: none"> <li>• We invite you to ask us your questions at [ HYPERLINK "http://www.discover.monsanto.com" ]</li> </ul>

**Comment [CW6]:** Chelsey says link to Hawaii page.

**PROACTIVE: Digital Content Plan**

**Comment [CW7]:** What about social squad?

We will not be using any of the hashtags associated with FarmAid prior to the event as the audiences for those hashtags are likely to be detractors and we want to avoid looking like we are trying to insert ourselves into that conversation. However, given the larger theme of small, local farmers versus big, corporate ag that typically occurs around FarmAid we plan to share content that demonstrates Monsanto's support for the American farmer. In addition to sharing appropriate owned content (see below) the newsroom will actively search for third party external articles and blog posts that celebrates the American farmer, large or small.

**Existing content to be shared as appropriate**



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- GIAM: Farms - [ HYPERLINK "https://www.youtube.com/watch?v=unWUC1ANAvM" ]
- A Farmer's Perspective on Corporate Farming - [ HYPERLINK "http://discover.monsanto.com/posts/a-farmers-perspective-on-corporate-farming/" ]
- Thank you Americas Farmers ([ HYPERLINK "https://youtu.be/v4vvPPNyQ5g" ]) - **ENDING NEEDS TO BE REDONE (CURRENTLY FOCUSED ON THANKSGIVING)**
- What do America's Farmers grow? ([ HYPERLINK "https://www.youtube.com/watch?v=ZPXM1tmpjWs" ])
- How much do people really know about agriculture? ([ HYPERLINK "https://www.youtube.com/watch?v=69OYZ-bQdqs" ])
- Biodiversity on the Farm - [ HYPERLINK "http://discover.monsanto.com/posts/importance-of-biodiversity/" ]
- Add Farm Mom content

**Outreach to Partners**

We will reach out to some key partners (GMA, USFRA, Common Ground and Illinois farm organizations) to make them aware of the Farm Aid concert and encourage them to join us in sharing positive content about American farmers.

**DRAFT- GMA letter (from Scott Kuschmider)**

Dear \_\_\_\_\_,

As you might know, the annual Farm Aid concert is this Saturday (Sept. 19) in Chicago. The Farm Aid organization, as well as some of the sponsors and musicians at this year's concert, have been outspoken on a variety of agricultural issues, including GMO labeling. With the Senate hearing happening later this month, we foresee GMO labeling being a significant focus area at this year's event.

I flag this not only because of the ~20,000 concertgoers potentially being exposed to mandatory labeling messages, but also because labeling could end up as part of the media coverage of the event and/or trend on social media over the weekend.

Here's an overview of Farm Aid, the sponsors and the musicians on GMO labeling:

- Farm Aid supports mandatory labeling and lists GMOs as a [ HYPERLINK "https://www.farmaid.org/issues/" ].
- Sponsors at this year's concert include Chipotle, Organic Valley and Horizon Organic (all use non-GMO ingredients), and Amy's Kitchen (founding member of Just Label It and financially supported Prop 37).
- Musicians at this year's concert include Neil Young, Jack Johnson and Dave Matthews (all supporters of mandatory GMO labeling).

We will be monitoring social and traditional media this weekend and I will notify you if we see labeling gain significant attention. Depending on the level of attention, we think a coordinated response might make sense.

Also, for your reference, here are Farm Aid's [ HYPERLINK "https://www.facebook.com/FarmAid" ] and [ HYPERLINK "https://twitter.com/FarmAid" ] pages, and here are a couple key hashtags for the event: **#farmaid30** and **#road2farmaid**.

Thanks.

**DRAFT - Industry letter (from someone on Parrish's team)**

Dear \_\_\_\_\_,

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As you might know, the annual Farm Aid concert is this Saturday (Sept. 19) in Chicago. The Farm Aid organization, as well as some of the sponsors and musicians at this year's concert, are outspoken against a variety of agricultural topics, including industrial agriculture, GMO labeling and pesticide safety.

I flag this for you not only because ~20,000 concertgoers will be exposed to negative messages about conventional farming, but also because these messages could end up as part of the media coverage of the event and/or trend on social media over the weekend.

[ HYPERLINK "https://www.farmaid.org/issues/" ] for Farm Aid's positions on some key issues. Here is a taste: *"The industrial food system, which receives the lion's share of public and private investment, focuses on the yield of just a handful of crops and animals and dismisses the many environmental and public health costs associated with an increasingly global and industrial food supply."*

In an effort to balance the conversation online, Monsanto will be posting positive content about modern American farm families and conventional agriculture on our social media channels all weekend. I encourage you to do the same and help educate consumers and tell the real story of hard working American farm families.

Below is some of the content we plan to post this week. Please feel free to share this content on your channels as well.

- [ HYPERLINK "https://www.youtube.com/watch?v=unWUC1ANAvM" ]
- [ HYPERLINK "https://www.youtube.com/watch?v=1qw\_5i9Gbw8" ]
- [ HYPERLINK "https://www.youtube.com/watch?v=u58pfCru73E" ]
- [ HYPERLINK "https://www.youtube.com/watch?v=b54iVa3SaY" ]
- [ HYPERLINK "https://www.youtube.com/watch?v=69OYZ-bQdqs" ]
- [ HYPERLINK "http://www.americasfarmers.com/quiz/how-much-do-you-really-know/" ]
- [ HYPERLINK "http://discover.monsanto.com/posts/a-farmers-perspective-on-corporate-farming/" ]

Also, for your reference, here are Farm Aid's [ HYPERLINK "https://www.facebook.com/FarmAid" ] and [ HYPERLINK "https://twitter.com/FarmAid" ] pages, and here are a couple key hashtags for the event: **#farmaid30** and **#road2farmaid**.

Thanks.