

From: [Chao, Julie - FAS](#)
To: Julia_Doherty@ustr.eop.gov
Subject: RE: WTO SPS Committee: Fall Armyworm and MC11 Follow Up
Date: Thursday, January 11, 2018 4:54:00 PM

Hmmm....nope...nothing set up for FAW. I did ask Jay Byrne and Josh Gilder to come talk to FAS and others in the interagency about their work on pesticides. It's the meeting I put on the calendar for February 8.

I will look over what you sent, though. I keep hearing about FAW and would like to know more and see if my division can add anything.

From: Doherty, Julia M. EOP/USTR [mailto:Julia_Doherty@ustr.eop.gov]
Sent: Thursday, January 11, 2018 4:42 PM
To: Chao, Julie - FAS
Subject: RE: WTO SPS Committee: Fall Armyworm and MC11 Follow Up

Julie, I hear from Jay Bryne that you have set up a session on FAW in FAS. I'd love your help with the project below, and certainly would welcome collaboration with Jay. Thanks, Julia

From: Doherty, Julia M. EOP/USTR
Sent: Thursday, January 11, 2018 4:40 PM
To: 'Chao, Julie - FAS' <Julie.Chao@fas.usda.gov>
Subject: FW: WTO SPS Committee: Fall Armyworm and MC11 Follow Up

From: Doherty, Julia M. EOP/USTR
Sent: Tuesday, January 9, 2018 7:26 PM
To: 'Belisle, Melinda -FAS' <melinda.belisle@fas.usda.gov>; Griffith, Shoshana - FAS <Shoshana.Griffith@fas.usda.gov>; Spencer, Paul - FAS <Paul.Spencer@fas.usda.gov>; Chou, Fan-Li - FAS <Fan-Li.Chou@fas.usda.gov>; Daniels, Dylan T. EOP/USTR <Dylan.T.Daniels@ustr.eop.gov>; (b)(6) <(b)(6)@state.gov>; (b)(6) (BFS/ARP) <(b)(6)@usaid.gov>; 'Shoshana.Griffith@fas.usda.gov' <Shoshana.Griffith@fas.usda.gov>; (b)(6) BFS/CSI' <(b)(6)@usaid.gov>; 'Blackburn, Zachary A' <(b)(6)@state.gov>; (b)(6) <(b)(6)@state.gov>; Chou, Fan-Li - ARS <Fan-Li.Chou@ARS.USDA.GOV>; Jones, Elizabeth - FAS <Elizabeth.Jones@fas.usda.gov>; (b)(6) (State) <(b)(6)@state.gov>; (b)(6) <(b)(6)@state.gov>; (b)(6) <(b)(6)@state.gov>; 'Davis, Donna' <Davis.Donna@epa.gov>; Epstein, Gerald L. EOP/OSTP <(b)(6)@ostp.eop.gov>
Cc: Egelhofer, David - FAS <David.Egelhofer@fas.usda.gov>; Ett, Lesley - FAS <Lesley.Ett@fas.usda.gov>; 'Cathy McKinnell' (Cathy.McKinnell@FAS.USDA.GOV) <Cathy.McKinnell@FAS.USDA.GOV>; 'Jay K - APHIS Mitchell' (Jay.K.Mitchell@aphis.usda.gov) <Jay.K.Mitchell@aphis.usda.gov>; 'Davis, Donna' <Davis.Donna@epa.gov>; 'Alexander Metcalf' (Metcalf.Alexander@epa.gov) <Metcalf.Alexander@epa.gov>; (b)(6) <(b)(6)@state.gov>; 'Booth, Ian G - APHIS' <Ian.G.Booth@aphis.usda.gov>; 'Kirchner, Anne'

<Anne.Kirchner@fda.hhs.gov>; Burr, Mara <Mara.Burr@fda.hhs.gov>; Hendricks, Kristen - FSIS
<Kristen.Hendricks@fsis.usda.gov>; McMurtrey, Shannon - FSIS
<Shannon.McMurtrey@fsis.usda.gov>; 'Oliver (Geneva) Flake (Oliver.Flake@fas.usda.gov)'
<Oliver.Flake@fas.usda.gov>

Subject: WTO SPS Committee: Fall Armyworm and MC11 Follow Up

Hello all –

Building on our (well-received) intervention at the November 2017 on fall armyworm that the biotech experts on copy put together (attached), as well as the joint statement by 17 ministers at MC11 calling for reduction of regulatory barriers to “tools and technologies” needed by farmers (also attached), I’d like you all to consider developing a paper for submission to the WTO SPS Committee in the context of its Fifth Review. To this end, my colleague Dylan Daniels and I have dashed together a (very) draft outline of such a submission (attached).

We’d like to invite you to participate in a conference call so that we can provide a bit more background on our thinking, as well as invite your reactions and ideas on all this. It’s all still in the brainstorming stage.

To this end, Dylan will be back in touch to find a convenient time for a call in the next week.

Many thanks

Julia

From: [Chao, Julie - FAS](#)
To: [Joshua Gilder](#)
Cc: [LaPointe, Loren - FAS](#); [Jay Byrne](#)
Subject: RE: Visit by Owen Paterson and Shanker Singham
Date: Friday, April 27, 2018 4:40:00 PM

Thanks again, Josh. This is very helpful.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [mailto:(b)(6)]
Sent: Friday, April 27, 2018 2:49 PM
To: Chao, Julie - FAS
Cc: LaPointe, Loren - FAS; Jay Byrne
Subject: Re: Visit by Owen Paterson and Shanker Singham

Hi Julie: sure. The lunch is being sponsored by our 501(c)3, The White House Writers Group Initiative for the Study of Public Affairs (WHISPA). We have just sent out a note of a change in venue, which I've pasted below (it will now be held at the Army Navy Club).

Attached it a list of positive RSVP's so far. It includes media, industry and government. We expect between 5 and 7 additional people to be joining us.

Let me know if there's any other information I can provide.

Best, Josh

UPDATE: Invitation: Strategy Lunch - EU threats to US agriculture & Brexit trade opportunities, May 2

Due to the larger than expected response to our strategy lunch,* "EU threats to US agriculture & Brexit trade opportunities" on **May 2, at 12:00 P.M.**, we will be *moving to a new venue* that can better accommodate our expected numbers. *Please make note of the following important information:*

[The Army and Navy Club](#)

901 Seventeenth Street, NW

Washington, DC 20006

Wednesday, May 2 @ 12:00 P.M.

Shanker Singham, Director of the International Trade and Competition Unit at the Institute

*of Economic Affairs and leading British proponent of bi-lateral free trade talks between the U.S. and U.K., will brief us on the negative developments in the EU and the opportunities offered by Brexit to turn them around. Unfortunately, a recent injury will prevent our other honored guest, **Owen Paterson** from attending. He extends his regrets.*

If you have any change in plans, kindly notify us by contacting Matthew Sabas at msabas@whwg.com or calling (202) 295-2316.

*This lunch is being hosted by the White House Writers Group Initiative for the Study of Public Affairs, a 501(c)3 dedicated to stimulating discussion and debate about the issues of the day.

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Apr 27, 2018, at 1:03 PM, Chao, Julie - FAS <Julie.Chao@fas.usda.gov> wrote:

Hi Josh,

Hope you are well, and thank you for this background/information. (I am still catching up on emails after having been on official travel for almost three weeks.)

Can you provide me with a little bit of background on the Brexit working lunch that Under Secretary McKinney is scheduled to attend on May 2? About how many attendees will be present, and what organizations/industries do they represent?

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [mailto:(b) (6)]
Sent: Thursday, April 12, 2018 3:39 PM
To: LaPointe, Loren - FAS; Chao, Julie - FAS
Cc: Jay Byrne
Subject: Visit by Owen Paterson and Shanker Singham

Loren/Julie: as I mentioned yesterday to Loren, [Owen Paterson](#), former Secretary of State for the Environment, Food and Rural Affairs in the UK and British trade negotiator [Shanker Singham](#) will be visiting the US from April 27 and May 1. They are hoping that they may be able to meet with Secretary Perdue on a matter of utmost urgency for both Britain and the U.S., most especially U.S. farmers.

Owen has been leading the “back-bench” effort to rescue the Brexit negotiations, which are going very badly for the UK. The EU is seeking a legally binding “[non-regression clause](#)” guaranteeing that Britain won't “lower environmental standards” from present EU levels. This “Brexit in name only” approach would include the EU's current phytosanitary, GMO, and pesticide regulations that massively discriminate against U.S. agricultural and other exports. Should that happen, the opportunity promised by Brexit — that one of our largest trading partners would return to rational, non-discriminatory regulation — will be lost, probably forever. So would the positive example this would offer to an increasingly mercantilist EU.

The raw deal the EU presents to US farmers is about to get dramatically worse: it's estimated that new regulations set to be approved this June will block a further \$6.3 billion in US agricultural exports, with soy, tree nuts and wheat farmers among the hardest hit (see the Bryant Christie report, linked below). These types of barriers, which systematically disadvantage US workers and farmers, and which are prolific in the EU, are exactly what the Trump administration seeks to challenge.

There is one play left, however: Owen and Shanker believe that a call by the administration for bilateral US-UK free trade negotiations — assuming Britain doesn't first barter everything away to the EU — would give Theresa May and her chief negotiator, David Davis, enough political leverage to resist the EU's demands, back away from these “environmental” agreements, and reassert its trade independence.

Time, however, is short: Owen and Shanker believe the window in which the UK will still have free trade options available will have closed in the next two or three months.

They'd like to meet with Secretary Perdue to raise these issues and talk about how his critical intervention at this time could turn the coming disaster of the Brexit negotiations into a major opportunity for U.S. agriculture and the nation as a whole.

Please let me know if there's any more information I can provide.

Best, Josh

From: [Chao, Julie - FAS](#)
To: [Eilks, Linda - FAS](#); [Tortora, Lori - FAS](#); [Willar, Donald - FAS](#); [Spitzer, Bob - FAS](#); [Wray-Cahen, Diane - FAS](#)
Subject: RE: New Task from OATS :Brexit Working Lunch - due Mon. April 30 by noon
Date: Friday, April 27, 2018 7:53:00 AM
Attachments: [Visit by Owen Paterson and Shanker Singham.msg](#) Attachment email appears above

Hi All,

Please see the attached, which provides some further insight into this meeting. If you could provide input from your divisions by the end of the day I would appreciate it.

Bob - if you are in today I would like to drop by with some questions.

Thanks,
 Julie

Julie Chao, MA, MSPH
 Senior Technical Advisor
 Plant Division, Office of Agreements and Scientific Affairs
 Foreign Agricultural Service, USDA
 Phone: (b)(6)

From: Williams, Daniel - FAS
Sent: Wednesday, April 25, 2018 11:05 AM
To: Chao, Julie - FAS; Rasmussen, Mark - FAS; Eilks, Linda - FAS; Tortora, Lori - FAS; Willar, Donald - FAS; Spitzer, Bob - FAS
Cc: Caldera, Mayra - FAS; Spencer, Paul - FAS; Wray-Cahen, Diane - FAS; POGPolicy; McKinnell, Cathy - FAS; Ett, Lesley - FAS
Subject: FW: New Task from OATS :Brexit Working Lunch - due Mon. April 30 by noon
Importance: High

All,

PD: is the lead on this effort.

Please take the lead in preparing event brief, background, and guidance documents for U/S McKinney to attend a Working Luncheon on Brexit to discuss the EU's current phytosanitary, GMO, and pesticide regulations that massively discriminate against U.S. agricultural and other exports.

Templates are attached and are available [here](#) and in [SharePoint](#). The package is due to ODA in hard copy, logged into the log book, accompanied by a clearance sheet, and cleared by the division director or designee by **noon Monday April 30**.

Please file the final papers (no additional versions) in [\(b\)\(6\) OASA-OA Official Communications\2018\Briefing Memos and Scene Setters](#).

Meeting notes are due to [POGPolicy](#) by 5:00 pm on Thursday, May 3, 24 hours after the meeting/event.

As the lead on this task you are responsible for:

- Reviewing the OATs tasker on the [OATs SharePoint site](#)
- Contacting the meeting organizer to obtain a list of all participants, bios, and confirm the number of participants in the meetings
- Confirm the agenda topics with the visitors
- Reaching across the divisions in OASA to obtain needed background and guidance points
- Identifying a note taker (can be a way to get staff into meetings) who will prepare a meeting summary within 24 hours
- Just before moving the package to ODA, confirm with Green/White Sheets that meeting time and location haven't changed since tasking

Daniel R. Williams II
 Special Assistant to the Deputy Administrator
 Office of Agreements and Scientific Affairs (OASA)
 USDA, Foreign Agricultural Service
 Phone: (b)(6)
 Email: daniel.williams@fas.usda.gov

From: FAS-1.OATsAdmin@fas.usda.gov [mailto:FAS-1.OATsAdmin@fas.usda.gov]

Sent: Wednesday, April 25, 2018 10:50 AM

To: Brewster, Ryan - FAS; Macke, Robert - FAS; McGrath, Chase - FAS; POGPolicy; Brewster, Ryan - FAS; Dries, Mark - FAS; McGrath, Chase - FAS; Nenon, Sharynne - FAS; Brewster, Ryan - FAS; McGrath, Chase - FAS; Packnett, Patrick - FAS; Schwartz, Renee - FAS; Thomas, Allison - FAS; Whitley, Daniel - FAS

Subject: New/Updated Task from OATS :Brexit Working Lunch - Status:Not Started

[Office of the Administrator](#)

Brexit Working Lunch has been assigned to you

[Modify my alert settings](#) | [View](#) | [View OATs](#)

Priority:	(2) Normal
Title:	Brexit Working Lunch
Meeting Date:	5/2/2018 11:00:00 AM
USDA/FAS Principal(s):	US McKinney
Room Number:	Metropolitan Club 1700 H St. NW
Type of Deliverable:	Event Brief; Guidance/Background
Due To OA From Program Area:	4/30/2018 5:00:00 PM

Assigned To:	OASA_ADA; OCRA_ADA; OGA_ADA
Lead Program Area:	OASA
Input Requested From:	OCRA - Office of Country and Regional Activities; OGA - Office of Global Analysis
Invited:	
Background:	To attend the luncheon hosted by the White House Writers Group Initiative for the Studying Public Affairs. Former UK Secretary of State for Environment, Food, and Rural Affairs Owen Paterson and Shankar Singham, of the Institute of Economic Affairs will speak about the growing threats to U.S. agriculture from EU phytosanitary regulations and other non-tariff barriers and the opportunity offered by Brexit.
Notes:	
Original request to/POC:	
Status:	Not Started
Start Date:	4/25/2018 10:49:54 AM
Link to Document:	
Footnotes:	Please note:
<p>If you have any questions, please contact the OATs Administrator.</p> <p>1. For more details on meeting status, purpose and locations, please reference the green and white sheets: R:OAOA PublicWhite-Green Sheets</p> <p>2. Templates for briefing materials, including clearance sheets and PowerPoint templates, are located on SharePoint: http://sharepoint.fas.usda.gov/fasadmin/wr/FAS%20Templates/Forms/Grouped.aspx</p> <p>3. For questions on scheduling meetings and writing and clearing briefing memos, please reference the "how-to guide" on SharePoint: (finalizing link) and the FAS Writing Toolkit: http://sharepoint.fas.usda.gov/fasadmin/wr/FAS%20Writing%20Toolkit/Forms/AllItems.aspx</p> <p>Last Modified 4/25/2018 10:49:54 AM by USDACHase.McGrath</p>	

From: [Rasmussen, Mark - FAS](#)
To: [Chao, Julie - FAS](#); [Caldera, Mayra - FAS](#)
Subject: RE: Visit by Owen Paterson and Shanker Singham
Date: Wednesday, April 25, 2018 9:04:48 AM

Thank you Julie

Very interesting.

From: Chao, Julie - FAS
Sent: Wednesday, April 25, 2018 7:39 AM
To: Rasmussen, Mark - FAS; Caldera, Mayra - FAS
Subject: FW: Visit by Owen Paterson and Shanker Singham

Hi Mark,

I believe you mentioned yesterday that this meeting would take place on May 2? Please confirm.

Below is some background from Josh Gilder at White House Writers Group. He was one of the two consultants I had invited here in February.

Thanks,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [mailto:(b)(6) (b)(6)]
Sent: Thursday, April 12, 2018 3:39 PM
To: LaPointe, Loren - FAS; Chao, Julie - FAS
Cc: Jay Byrne
Subject: Visit by Owen Paterson and Shanker Singham

Loren/Julie: as I mentioned yesterday to Loren, [Owen Paterson](#), former Secretary of State for the Environment, Food and Rural Affairs in the UK and British trade negotiator [Shanker Singham](#) will be visiting the US from April 27 and May 1. They are hoping that they may be able to meet with Secretary Perdue on a matter of utmost urgency for both Britain and the U.S., most especially U.S. farmers.

Owen has been leading the "back-bench" effort to rescue the Brexit negotiations, which are going very badly for the UK. The EU is seeking a legally binding "[non-regression clause](#)" guaranteeing that Britain won't "lower environmental standards" from present EU levels. This "Brexit in name only" approach would include the EU's current phytosanitary, GMO, and pesticide regulations that massively discriminate against U.S. agricultural and other exports. Should that happen, the opportunity promised by Brexit — that one of our largest trading partners would return to rational, non-discriminatory regulation — will be lost, probably

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There is one play left, however: Owen and Shanker believe that a call by the administration for bilateral US-UK free trade negotiations — assuming Britain doesn't first barter everything away to the EU — would give Theresa May and her chief negotiator, David Davis, enough political leverage to resist the EU's demands, back away from these "environmental" agreements, and reassert its trade independence.

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Please let me know if there's any more information I can provide.

Best, Josh

From: [Joshua Gilder](#)
To: [LaPointe, Loren - FAS](#); [Chao, Julie - FAS](#)
Cc: [Jay Byrne](#)
Subject: Visit by Owen Paterson and Shanker Singham
Date: Thursday, April 12, 2018 3:39:18 PM
Attachments: [Screen Shot 2018-04-12 at 3.33.18 PM.png](#)

Attachment appears below

Loren/Julie: as I mentioned yesterday to Loren, [Owen Paterson](#), former Secretary of State for the Environment, Food and Rural Affairs in the UK and British trade negotiator [Shanker Singham](#) will be visiting the US from April 27 and May 1. They are hoping that they may be able to meet with Secretary Perdue on a matter of utmost urgency for both Britain and the U.S., most especially U.S. farmers.

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Please let me know if there’s any more information I can provide.

Best, Josh

<!--[if !supportFootnotes]--><http://www.ecpa.eu/sites/default/files/documents/Bryant%20Christie%20-%20Report%20-%20Estimation%20of%20Affected%20Imports%20-%20Hazard%20criteria.pdf>

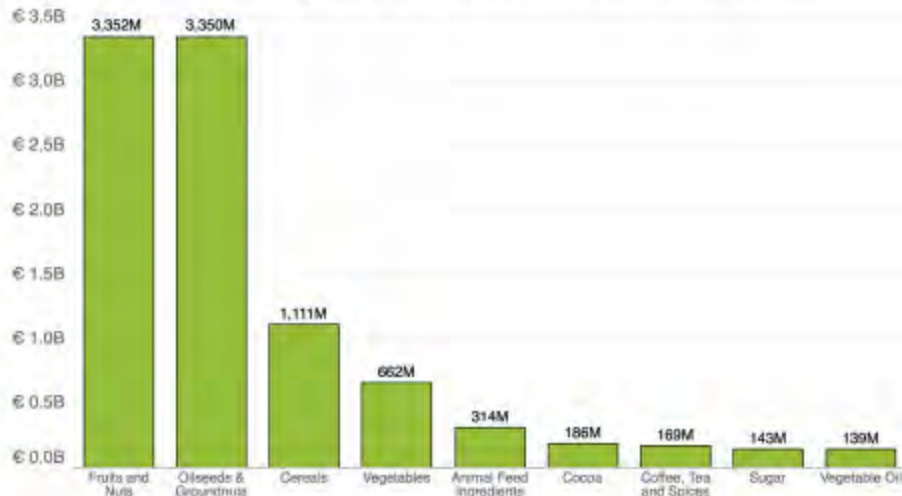
The United States is the EU’s second largest foreign supplier of the commodities potentially

effected by regulation 1107/2009. In 2016, the EU imported €6.3 billion of the relevant commodities from the U.S. Among the potentially affected commodities, the top U.S. exports to the EU were tree nuts/almonds (€2.4 billion), soybeans (€2 billion), and wheat (€208 million).

Senior Director

Estimation of Potentially Affected Imports Due to EU Hazard-Based Regulation of Plant Protection Products
 Bryan Christie Inc. Research
 Page 26 of 56, NORTH AMERICA AND THE CARIBBEAN

Major Affected Commodity Groups: North America and Caribbean



Product Group	EU Imports from North America & the Caribbean	EU Imports from World	Percent of World Total
Fruits and Nuts	3,351,699,085	19,642,346,515	17.1%
Oilseeds and Groundnuts	3,350,459,725	9,973,475,461	33.6%
Cereals	1,111,473,968	4,636,635,964	24.0%
Vegetables	661,961,367	4,637,451,203	14.3%
Animal Feed Ingredients	313,555,585	7,938,742,228	3.9%
Cocoa	185,539,921	6,821,234,038	2.7%
Coffee, Tea and Spices	168,897,407	9,189,606,288	1.8%
Sugar	143,133,775	1,640,912,537	8.7%
Vegetable Oil	139,484,681	5,250,539,259	2.7%
Grand Total	€ 9,426,205,514	€ 69,730,943,493	13.5%

White House Writers Group
 1025 Thos. Jefferson Street, N.W.
 Washington, D.C. 20007

(b)(6)

<http://www.whwg.com>

From: [Joshua Gilder](#)
To: [Chao, Julie - FAS](#)
Cc: [Jay Byrne](#)
Subject: Re: World Bank Guidance Document ESS3 on Resource Efficiency and Pollution Prevention Management
Date: Sunday, February 11, 2018 6:03:55 PM

Wow...lucky catch!

I note a couple of other issues of concern....for instance:

This seems specifically designed to give highly toxic non-synthetic “organic” pesticides a pass while restricting modern ones:

Footnote 18. IPM refers to a mix of farmer-driven, ecologically based pest control practices that seeks to reduce reliance on synthetic chemical pesticides. It involves: (a) managing pests (keeping them below economically damaging levels) rather than seeking to eradicate them; (b) integrating multiple methods (relying, to the extent possible, on nonchemical measures) to keep pest populations low; and (c) selecting and applying pesticides, when they have to be used, in a way that minimizes adverse effects on beneficial organisms, humans, and the environment.

Box 22: I don’t know if “negligible” and “minimal” are the usual terms of art, but they could certainly be interpreted as ruling out whatever they want to. Certainly, they could make the claim (incorrect but corroborated by the EU) that neonicotinoids have more than a “minimal” effect on bees and aquatic invertebrates.

<!--[if !supportLists]-->22. <!--[endif]-->The following additional criteria apply to the selection and use of such pesticides: (a) they will have negligible adverse human health effects; (b) they will be shown to be effective against the target species; (c) they will have minimal effect on non-target species and the natural environment. The methods, timing, and frequency of pesticide application are aimed to minimize damage to natural enemies. Pesticides used in public health programs will be demonstrated to be safe for inhabitants and domestic animals in the treated areas, as well as for personnel applying them; (d) their use will take into account the need to prevent the development of resistance in pests; (e) where registration is required, all pesticides will be registered or otherwise authorized for use on the crops and livestock, or for the use patterns, for which they are intended under the project.

Joshua Gilder
 Senior Director
 White House Writers Group
 1025 Thos. Jefferson Street, N.W.
 Washington, D.C. 20007

(b)(6)

<http://www.whwg.com>

On Feb 11, 2018, at 5:15 PM, Chao, Julie - FAS <Julie.Chao@fas.usda.gov> wrote:

Hi Jay,

Here is a link to the World Bank guidance document that I had mentioned. See ESS3 on Resource Efficiency and Pollution Prevention Management, Box 22 and GN22.1.

<http://www.worldbank.org/en/programs/environmental-and-social-policies-for-projects/brief/environmental-and-social-framework-esf-draft-guidance-notes-for-borrowers>

We raised the following concerns with the language prohibiting use of pesticides that have been classified as hazards by international agencies:

The determination of hazard classifications can vary between international bodies, and it is unclear which organizations the World Bank is referencing. On this matter, it is critical to distinguish between international bodies that only conduct limited hazard assessments, versus regulatory authorities that—in addition to completing hazard assessments—carry out rigorous science-based risk assessments. Scientific, risk-based evaluations are critical to ensuring that safe and innovative tools and technologies are available to pesticide users and governments. With the current wording, World Bank Borrowers may be restricted from accessing pest management tools and strategies that have undergone rigorous, risk-based scientific evaluations by national and international regulatory bodies, such as the Joint WHO/FAO Meeting on Pesticide Residues and Codex Committee on Pesticide Residues. This places World Bank Borrowers in a position that is potentially in conflict with the World Trade Organization's requirement that measures relating to pesticides be based on risk assessments, not hazard identification.

It does not appear that the finalized guidance has been issued yet, so I do not know whether or not the language has been changed.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

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From: Chao, Julie - FAS
To: Jay Byrne
Cc: Joshua Glider
Subject: Re: Print/handout share version
Date: Thursday, February 8, 2018 6:58:35 PM

Thank you! The PDF is great.

Julie

> On Feb 8, 2018, at 6:34 PM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

> Consider the PDF public and shareable; let me know if you'd like the full deck w/ notes pages.

> Jay Byrne
> Sent from my mobile
> (616) 835-8362 ext 2001
> jay.byrne@v-fluence.com

> This message & any attachments contain information which is confidential and may be privileged or otherwise protected from disclosure. For additional details please contact www.v-fluence.com or call (877) 835-8362.

>> On Feb 8, 2018, at 6:29 PM, Chao, Julie - FAS <Julie.Chao@fas.usda.gov> wrote:

>> Jay and Josh,

>> Thank you again for making the time to meet with us today and share your knowledge and expertise. This information will help inform our strategic efforts within FAS, and more broadly with the U.S. government interagency. Look forward to staying in touch.

>> One question from a participant: can your slides be shared with others in the USG? With our partners outside the USG? We certainly want to respect any concerns you might have about confidentiality or the information reaching unintended audiences.

>> Best,

>> Julie

>>> On Feb 8, 2018, at 10:58 AM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

>>> Julie – I will bring our deck on a flash drive and you are welcome to share it as well but it's too large to email. The attached can be circulated to anyone joining by phone to follow along if needed. See you this afternoon.

>>> =====
>>> Jay Byrne, president
>>> v-Fluence Interactive
>>> -- It starts online!
>>> www.v-Fluence.com<<http://www.v-fluence.com/>>
>>> Toll Free: 877-835-8362 ext. 2001
>>> USA: 314-880-8000 ext 2001
>>> Mobile: (616) 835-8362
>>> AOL IM: VFJByrne
>>> LinkedIn: <http://www.linkedin.com/in/jaybyrne>
>>> Fax: 877-568-4848
>>> SKYPE: Jay_Byrne

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>>> <Bonus Eventus Issues & Stakeholder Trends.pdf>

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From: Sandahl, Jason - FAS
To: Chao, Julie - FAS; Julia_Doherty@ustr.eop.gov; Callahan, Julie E. EOP/USTR; Zoe, Emdur; Wormell.Lance@epa.gov; Herndon.George-FASContact; Maratos, Marie - FSIS; myers.clayton@epa.gov; Rasmussen, Mark - FAS
Cc: Gore, Anna - FAS; Willar, Donald - FAS; Tortora, Lori - FAS; Egelhofer, David - FAS; Hain, Joe - FAS
Subject: RE: Meeting with Jay Byrne (V-Fluence) and Josh Gilder (WHWG)
Date: Thursday, February 8, 2018 12:12:06 PM

Julie,

Just curious – is any of this presentation USG confidential, or is out there to share?

Jason

Jason Sandahl | Senior Program Manager, Science & Technology Capacity Building Branch | Trade and Scientific Capacity Building Division| Office of Capacity Building and Development | Foreign Agricultural Service | U.S. Department of Agriculture
1400 Independence Ave. SW, Rm 3840-S | Washington, DC 20250 | (b)(6) | Jason.Sandahl@fas.usda.gov

-----Original Appointment-----

From: Chao, Julie - FAS
Sent: Thursday, February 08, 2018 11:05 AM
To: Julia_Doherty@ustr.eop.gov; Callahan, Julie E. EOP/USTR; Zoe, Emdur; Wormell.Lance@epa.gov; Herndon.George-FASContact; Maratos, Marie - FSIS; myers.clayton@epa.gov; Rasmussen, Mark - FAS
Cc: Gore, Anna - FAS; Willar, Donald - FAS; Tortora, Lori - FAS; Egelhofer, David - FAS; Hain, Joe - FAS; Sandahl, Jason - FAS
Subject: Meeting with Jay Byrne (V-Fluence) and Josh Gilder (WHWG)
When: Thursday, February 08, 2018 1:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: USDA South Building, Room 1052-B

Presentation materials attached for those joining by phone.

<< File: Bonus Eventus Issues & Stakeholder Trends.pdf >>

Hope you can attend in person, but if you'd like to call in:

Call-in Numb (b)(6)
Access Code: (b)(6)

From: [Chao, Julie - FAS](#)
To: [Lance, Jennifer - FAS](#)
Subject: FW: Print/handout share version
Date: Thursday, February 8, 2018 11:40:00 AM
Attachments: [Bonus Eventus Issues & Stakeholder Trends.pdf](#)

Slides for today if you prefer to call in.

From: Jay Byrne [mailto:Jay.Byrne@v-fluence.com]
Sent: Thursday, February 08, 2018 10:58 AM
To: Chao, Julie - FAS
Cc: Joshua Gilder
Subject: Print/handout share version

Julie – I will bring our deck on a flash drive and you are welcome to share it as well but it’s too large to email. The attached can be circulated to anyone joining by phone to follow along if needed. See you this afternoon.

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Jay Byrne, president
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Toll Free: 877-835-8362 ext. 2001
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Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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Key Trends, Challenges and Issues for Food & Agriculture

Issues Tracking & Stakeholder Research

Jay Byrne, v-Fluence
Josh Gilder, White House Writer Group

February 2018



About White House Writers Group & v-Fluence

- Joint partnership managing **Bonus Eventus global network** toolkit and third-party engagement support
- Public affairs, issues management and stakeholder engagement **for highly regulated industries in complex multinational risk management challenges**
- Former White House, USAID, Capitol Hill and State Department officials leading a team of seasoned region and **topic-dedicated analysts** and **public affairs specialists** from a range of commercial, mainstream media and NGO backgrounds
- Specializing in **third-party, credible alliance development** in environment, health and public policy campaigns; each firm with more than 20 years experience and 10 years of joint partnership on shared global client campaigns



The recent food and ag environment

- A globally coordinated **anti-conventional** agriculture campaign launched in 2012 – **evolving in 2017** to combine political intersections.
- **GMOs, antibiotics and pesticides have been fully integrated** with broader anti-ag /corporate themes and combined with overarching water and climate concerns
- Emerging “new” advocacy models **opportunistically partnering with political and business stakeholders** who **profit or benefit from disruptions in food security**



Anti-conventional ag NGOs & their allies' strategies

- **Localize**
Redirected North American resources and focus on state, county and local government initiatives ranging from non-binding policy resolutions to legislation and ballot initiatives which undermine federal policies (*this will also include anticipated increases in “direct action” initiatives*) and targeting of specific commercial segments within the value chain
- **Litigate**
Regulatory challenge suits at state and federal level and *civil litigation* challenging stakeholders who benefit from regulations, and increased tort trials for individual/group health claims (cancer/ **EDCs**)
- **Lobby (international)**
Major NGOs and activists will use international fora, conventions and IGO stakeholder status to create multi- and bi-trade and publicity challenges with regulatory policy implementation pressures (e.g., SAICM, **IARC, FAO, CBD**, Codex, UNEP, IPCP)



Other ag-impacting micro-trends to expect

- **Market-segment responses**
 - **Organic industry market growth demand pressures** increasing: *fear-driven customer base capped, so organic market growth requires lowering price gap with conventional*
 - USDA **organic check-off** to shift marketing burden to producers; **Farm Bill** import cost relief
 - **Plant-based diet** & natural health industry introduction (new assn's)
 - Consumer advocacy & CSR/ SRI **shareholder initiatives** targeting big brands (CERES/ FAIRR)
- **Citizen science** (*testing for anything at any level*)
 - Human biomonitoring & consumer product testing on rise
 - Water quality monitoring supported by USGS, FWS, EPA, states and NGOs
- **Plaintiff's bar litigation**
 - Class actions via economically impacted "victims" (Des Moines suit, eg.)
 - Human health claims (**US Prop 65/ IARC, Ramazzini, e.g.**)
- **Direct action** – including acts of criminal eco-terrorism targeting gov't and corporate research
- **Opportunistic domestic & international political and media alliances**



Intersecting tactics and topic trends

- **Conflating and equating GMOs to pesticide** use and other conventional ag practices
- Growing "**Ghost Army**" of "research claims" creating an alleged "body of evidence" (*promoted by junk journals and "fake" news sources*)
- Classification & screening of low-dose **endocrine disrupting** chemical risks, carcinogens and **chemical cocktail** bioaccumulation human and animal safety risks rising
- High yield **commodity and animal agriculture** in general becoming the focus of attacks (defining industrial versus responsible ag & **clean food**: "regenerative" in US & EU; Agroecology in AFR, LATAM, ASIA)
- Health, environmental and economic risks (**via water** and corporate control issues) presented under emerging co-opted **agroecology** and **food sovereignty** themes

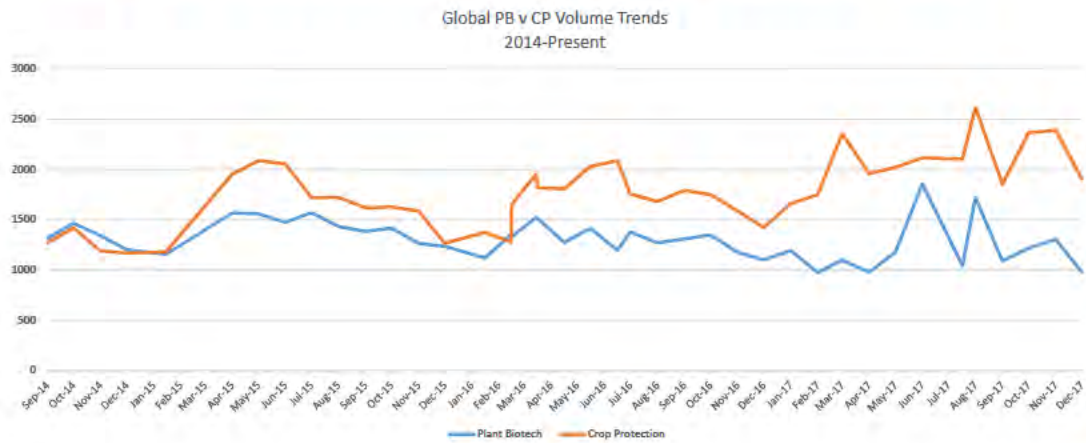


The combined top driving ag-issues topic trends

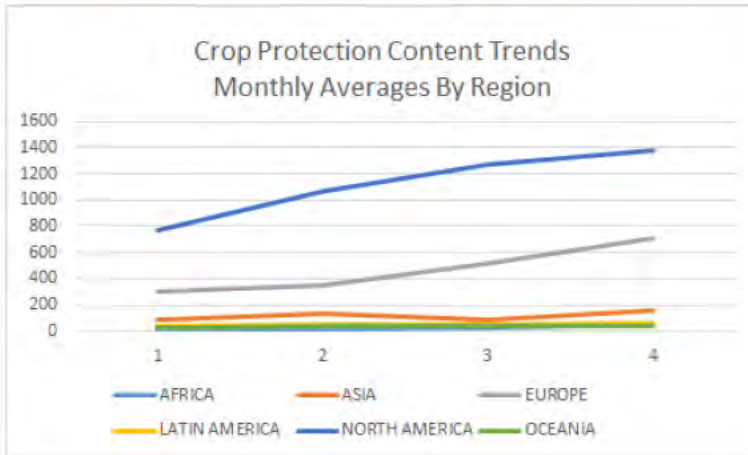
- **Crop protection**
 - Human health (glyphosate, herbicides & EDCs)
 - Pollinators (e.g., EU neonics, ESA Rusty Patch Bumblebee & wild bees)
 - Note: **31% CP reports intersect with water quality**
- **Biotechnology and NBTs (plant and animal – 7% incl. water)**
 - Conflation with pesticides (glyphosate)
 - Non-GMO marketing trends
 - NBTs and synbio
- **Animal health and productivity (10% incl. water)**
 - Antibiotic use remained top issue
 - Trade challenges on hormones, chlorine, GM feed on the rise
 - Animal care mostly opportunistic and temporal
- **Water quality – 3,500+ percent increase in volume since 2015**
- **Clean food (organic) – completed shift from niche to mainstream, organic evolving to regenerative advocacy**
- **Political food (agroecology and trade) – lower volume, steady & high growth – particularly via IGOs**



Crop protection risk trends steadily conflating with and rising over biotech issues in news & social media



Crop protection regional trends



- North America followed by Europe dominant sources of original content
- Tone/intent: 32% negative; 60% neutral

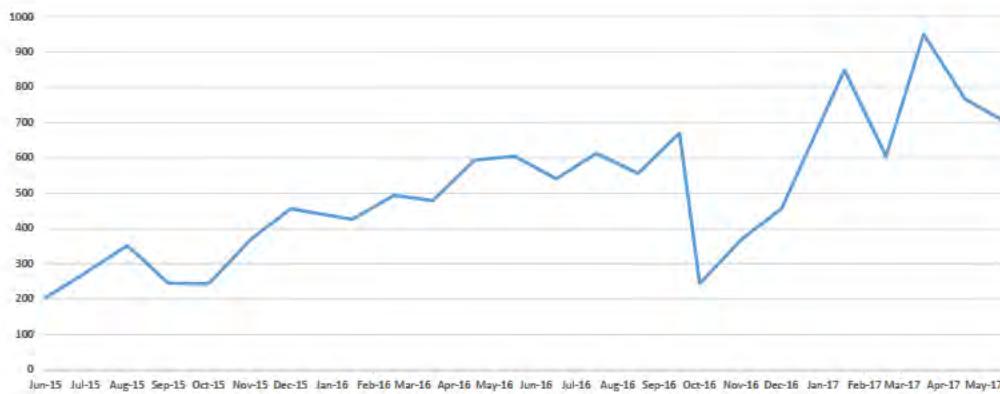
2014-2017:

- Africa 200% increase
- Asia 86% increase
- Lat Am 48% increase



Ag water quality trends 3,500 percent increase 2015-17

2015-2017 Agriculture Water quality combined topic volume trends

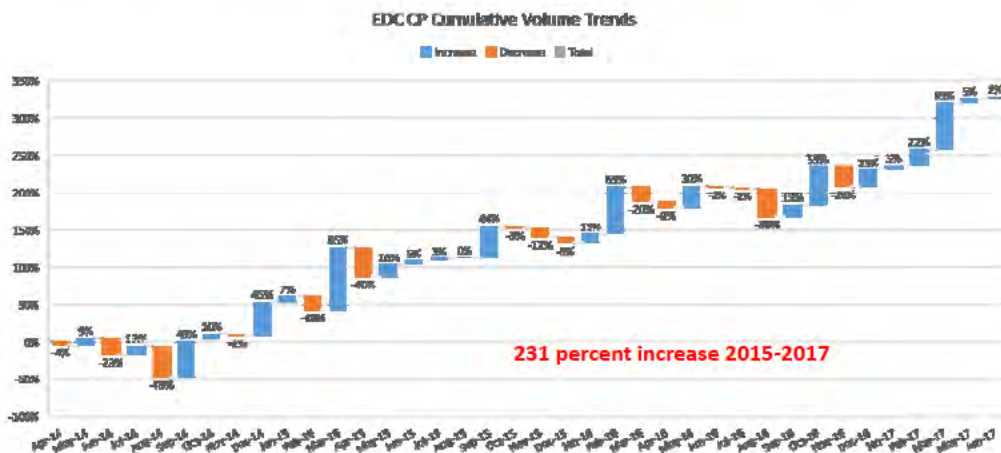


Intersection of ag & EDCs = litigation, lobbying & IGOs

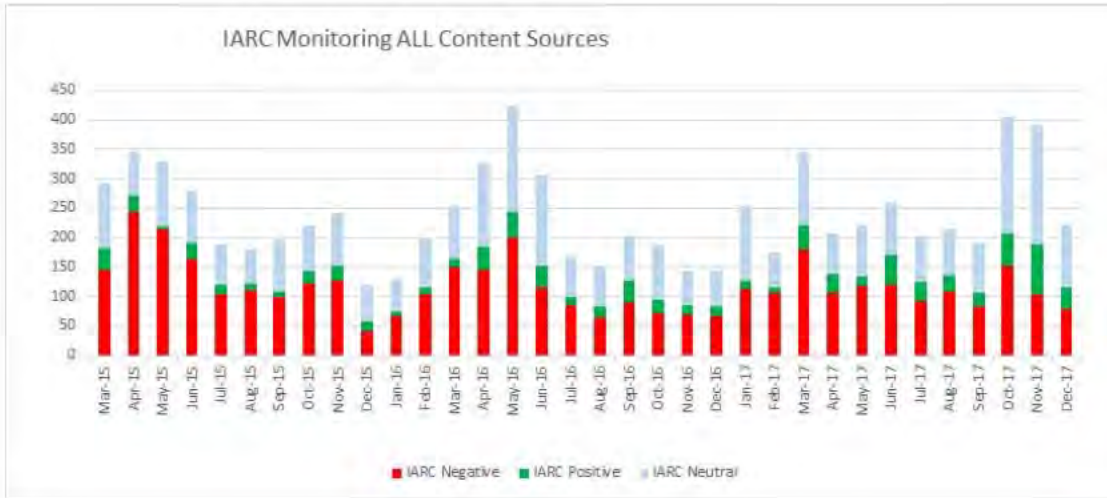
- More than 2,000 glyphosate lawsuits filed in U.S. since IARC ruling (including **aggressive discovery** and PR challenges by litigators)
- Current USG (USGS, **NIEHS**, FWW, etc.) pipeline of water-pesticide research (including specifying neonics, atrazine, glyphosate) 300+ grants with more than \$50 million. And, Dec 2017 Birnbaum PLOS articles campaign claiming global & US regulations inadequate to protect public against low dose and chemical combinations
- Europe: **IARC, Ramazzini** in collaboration with US-EU EDC advocacy networks (**Endocrine Society**, Gen Futures, TedX, ChemSec, HEAL, etc...) tying EDCs and specific agents (atrazine, glyphosate, neonics) and other ag chems to water & air testing & contamination issues in EU - increased water and air testing in EU (France) for chemicals (pesticides) tied to ED and other health risks



Endocrine disruptors (agriculture intersecting)



IARC and intersecting ag trends – all content sources



Current IARC monograph known timeline

2015	<ul style="list-style-type: none"> •March: 112 Some organophosphate insecticides and herbicides (announced March 2014) •June: 113 Some organochlorine insecticides and herbicides (announced September 2014) •October: 114 Red and processed meats (announced November 2014)
2016	<ul style="list-style-type: none"> •February: 115 Some industrial Chemicals (announced March 2015) •May: 116 Coffee, Mate and very hot beverages (announced June 2015) •October: 117 Pentachlorophenol and related compounds (incl. industrial pesticides) (announced November 2015)
2017	<ul style="list-style-type: none"> •February: 118 Welding fumes and some chemicals (announced March 2016; results published April 2017) •May: 119: Chemicals found in food and consumer products (announced August 2016) •Fall: 120 Benzene (announced November 2016)
2018	<ul style="list-style-type: none"> •March : 121 Styrene and Quinoline •June: 122 - Isobutyl Nitrite, β-Picoline, and Some Acrylates •Oct : 123 – Some Nitrobenzenes and Other Industrial Chemicals
2019	<ul style="list-style-type: none"> •Winter: 124 (tbd) – expect announcement by Feb/March 2018 •Spring: 125 (tbd) – expect announcement by May/June 2018 •Fall: 126 (tbd) – expect announcement by July/August 2018 (will know following 125 announcement what's left)



Other HHP, POP and EDC issues on the radar for 2018

- 2019 IARC monograph announcements in Qs 1, 2 & 3 of 2018
- Codex Alimentarius CCRP50 pesticide residues (priority list) Jan-April 2018
- **EU 1107 EDC criteria and screening schedule release - June 2018**
- G20 Ag Ministerial July 2018 (Argentina)
- WTO SPS & MC11 follow up Feb 2018
- SAICM-5 2020 prep mtgs Feb, Oct 2018
- Rotterdam Convention/POPs Review 14th mtg– FAO Sept 2018
- CBD 14th Mtg COP Nov 2018
- Significant general EDC and pesticide human health research pipeline (NIH/NIEHS, others) - e.g. 12/2017 Birnbaum PLOS low-dose series challenging U.S. regulatory effectiveness
- Specific pesticide agent health studies via NIH/NIEHS (glyphosate, neonics, chlorpyrifos, permethrin, etc.); low dose, EDC & cocktail campaign
- Ramazzini glyphosate studies



Organic, regenerative, sovereignty & agroecology

Clean Food



Political Food



Primary sources of negative agriculture content

- Power
- Profits
- Politics



Food: Power, profit and politics

- NGOs: Principally U.S. and EU funded and driven
- Agriculture-food advocacy intersects with environmental, consumer and “democracy” civil society groups
- Food & agriculture NGOs global annual ADVOCACY budgets exceed US\$10 billion (2016-17)
- 25 percent of US & EU dollars spent in developing markets

Eric Holt-Gimenez
Food First
EXPLORING THE FUTURE OF 40 YEARS
A RURAL VOICE

on the

"The question is not just, "how can we scale up agroecology," or even "how can we use agroecology to change the food system," but "how can agroecology help us transform capitalism itself"

Eric Holt-Gimenez

Global anti-agriculture NGO's annual budgets exceeded US\$10 billion in 2015-17 – up to 25% of which is spent in developing markets



Food: Power, profit and politics

- Global formal (certified) organic sales US\$110 billion
- “LOHAS” (lifestyles of health & sustainability) green marketplace is US\$1 trillion (alt-health, natural medicines, green living)
- Organic is “gateway drug” for broader LOAHS market capture
- Organic customer acquisition growth driven by absence claim and comparative fear-based marketing
- LOHAS & organic sector make major investments in advocacy as part of marketing



Pesticides, hormones and drugs, oh my!

NON-GMO SHOPPING GUIDE
How to avoid foods made with genetically modified organisms (GMOs)

IFOAM ORGANICS
INTERNATIONAL ORGANIC FEDERATION | CULTIVATING CHANGE.

THE ORGANIC ALTERNATIVE FOR AFRICA

The Organic Alternative for Africa (TOFA) aims to establish alternatives for sustainable development. These have consequences.

Global market for certified organic products exceeds US\$110 billion (2016) – compared with global GMO seed market US\$40 billion. Broader “natural” green & wellness market place to exceed \$1 trillion in 2017

Food: Power, profit and politics

NEW REPUBLIC POLITICS | CULTURE | MAGAZINE

THE WALL STREET JOURNAL

Putin’s Disinformation Matrix
The Kremlin’s English-language TV organ offers Britain its signature blend of propagand and tinfoil-hat conspiracy theorizing.

MAKE FOOD AN ELECTION ISSUE

Pan-Africanist International

your candidates if they support independent safety testing of O’s and pesticides. Will they support labeling if they are on the table. See party positions.

Geo-political, trade-related and regional political use of food as a weapon

More than 1,000 anti-GMO stories published in RT Russian state sponsored television in past five years

fluence
It Starts Online

Russia's growing role disrupting conventional ag

- Putin bans GMOs and declares Russia will be organic by 2020, unenforced mandatory GMO labeling, & 15 regions claim GMO-free zones
- Leading anti-GMO Russian NGO NAGS (FACTOR GMO Study) director exposed as Kremlin linked propaganda and disinfo agent coordinating with global anti-GMO and organic advocacy networks
- Proliferation of GMO and pesticide testing laboratories in Russia
- RT, Sputnik and other state-run media sources & global anti-corporate/anti-western indy media sources proliferate ag-food conspiracy claims – urge border states (Ukraine, Serbia) to avoid GMOs or risk Western control over food
- Russian-linked social media sock-puppets daily source of anti-GMO, EDC, pesticide and other claims syndicated by U.S. alt-health, organic, conspiracy sources on both right and left ends of political spectrum



“The Kremlin is seeking to **weaponize information**, deploying its state-run media organizations to plant fake news stories and Photoshopped images in an attempt to sow discord in the West and undermine our institutions.”

UK Prime Minister
Theresa May, November 2017

“Putin has adopted a **deliberate strategy to directly challenge the liberal international order** led by the United States. That global system helped end the historical pattern of devastating wars among major powers and brought much of the world an unprecedented era of peace and prosperity since the end of World War II.”

Center for American Progress,
Ken Gude, May 2017

“All of the operations—from those used in Russia’s war with Georgia in 2008 to those used to influence the Brexit referendum and the US election in 2016—are deployed with a **singular goal in mind: to undermine Western democracies and weaken the multilateral alliances** that Russia sees opposing its future, from NATO to the European Union (not to mention the international institutions—like the internet itself—that were created without much Russian input).”

Aspen Institute Cybersecurity & Technology Program,
Garrett Graff. August 2017



Conspiracy claims promoted by Russian news sources which undermine trust in democratic institutions beyond politics

- **Health**
 - Vaccines unsafe and cause....
 - HIV/AIDs is a hoax...
 - Toxic chemicals in everything...
- **Personal security, biases & freedom**
 - Race, religion and eugenics
 - Homosexuality
 - Human organ trafficking
- **Food**
 - GMOs untested and cause...
 - Pesticides in everything...

Putin's Administration directly and indirectly **weaponizes potent conflict narratives which create distrust in Western institutions** and values via support for political groups (both conservative and liberal), NGOs and fringe media sources creating and expanding a "crescent of instability" throughout the West



Russia's Elena Sharoykina (NAGS & Tsargrad TV): Convergence of ag-eco NGO and Kremlin propaganda

Europe – "Green" Alliance with Russia or experimental field for genetic Monsters?

By [Elena Sharoykina](#) journalist/environment activist

In September 2016 it was announced that German chemical & pharmaceutical giant Bayer agreed to buy US seeds and pesticides corporation Monsanto in a \$66 billion takeover deal. If the sides finalize the agreement (which is to be signed by the end of 2017) and regulatory authorities in USA and EU approve it, it will create a «transatlantic monster», the likes of which the world has never seen before. The new company will to a great extent dictate to the whole world what to eat, what medicine to take and how to run agriculture.

Monsanto's GMOs preparing to invade Europe

From my point of view GMOs usage again must be based in the precautionary principle. Until now no one has proved that GMOs are safe for the living organisms health and the environment.

The battle for the control of European agriculture

If the United States would succeed in achieving the liberalization of the EU market on GMOs, then Russia inevitably would have to be protected against the penetration into its territory of unsafe for human health and environment biotechnology.

"Agricultural Iron Curtain" or Green Space "from Dublin to Vladivostok"?

In this case, Moscow is likely to build a kind of unprecedented "agricultural iron curtain" for the EU, that is to introduce radical restrictions on European agricultural products imports. Instead of the dream about single "green" space from Dublin to Vladivostok we'll get a new dividing line in Europe – environmental and geopolitical. In my opinion this is not necessary, neither for Russians or the Europeans.

The Russian billionaire carrying out Putin's will across Europe

Konstantin Malofeev finances what the Kremlin can't.

JUSTIN SALHANI JAN 6, 2017, 1:33 PM

The Kremlin has steadily bolstered Europe's fringe nationalist parties in the last couple years, developing key relationships with various party leaders and officials. One Russian name that consistently emerges in connection with Europe's far-right and far-left nationalist movements is Konstantin Malofeev—a wealthy Orthodox



Kremlin Watch Report
01.04.2017

[How Kremlin controls major Russian media](#)

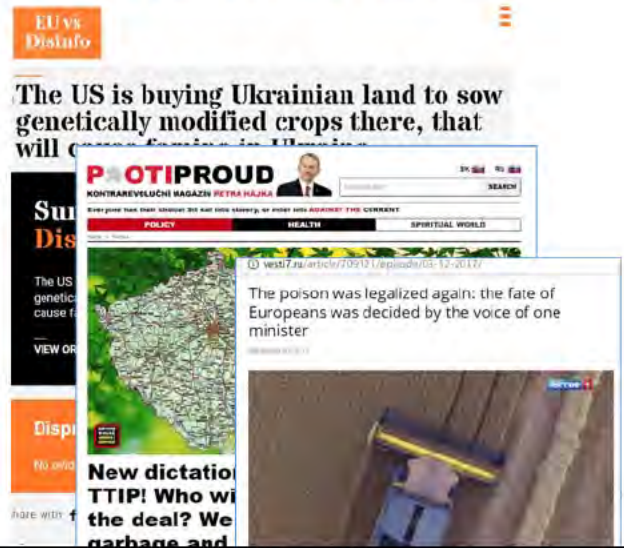
Russian state's relationship with the media

Among other religious broadcasters is [Tsargrad TV](#), owned by Konstantin Malofeyev and headed Malofeyev along with Aleksandr Dugin and [Yelena Sharoykina](#) [9], while its editor-in-chief is De Davydov, a head of Malofeyev's another initiative – an Internet censorship advocate, the Safe Internet League ("Liga bezopasnogo interneta"). The biographies of people involved in this channel are even more interesting than its propaganda content. Aside from being a producer of the channel, Malofeyev also a head of the Fund of the Saint Basil the Great, which was involved in funding the National Front



Throughout Eastern Europe and former Soviet satellite states pro-Russian media anti-GMO, pesticide reports

- EU vs Disinfo tracking service reports dozens of unverified and demonstrably false news reports from Russian sources distributed and syndicated by mainstream EU news outlets and online about “GMOs” conflated with pesticides and bioweapons
- Hundreds of Monsanto, Bill Gates & Hillary Clinton conflated GMO, pesticide and bioweapon conspiracy claims published in past two years sourced to Russian state media, identified Russian “fake news” sources and propaganda arms
- Same sources claim the CIA engaged in the Nazifying Ukraine as rationale for Russian military support and annexation of Crimea



FACTOR GMO! Likely example of a Kremlin “active measure” with “useful idiots”

- 2014 Russian National Association for Genetic Safety (OAGB) announced “world’s largest international study on GMO and pesticide safety” with \$25 million to be conducted over three years
- OAGB (Elana Shoroykina) and Russian Ministry of Health (Oxana O. Sinitsy) allied with EU (Ramazzini Institute Fiorella Belpoggi) and US (UC Irvine Bruce Blumberg) to oversee this claimed first ever, transparent and comprehensive study of GMO safety
- Publicity and promotion by UK organic marketing agency Sustainable Pulse (Henry Rowlands) amplified by Russian state news & mainstream European and U.S. news services
- Environmental NGOs, organic trade groups and natural health marketing sources endorsed, amplified and promoted the Factor GMO claims saying “science” over GMO and pesticide safety was unsettled



No research was ever published and no follow up reporting, corrections or retractions were filed



\$25 MILLION GMO AND PESTICIDE SAFETY STUDY LAUNCHED IN LONDON



Results: Food and agriculture example

- De-harmonization of regulatory frameworks (ban GMOs, restrict chemical pesticides, food label warnings)
- Disrupting trade
- Destabilizing public markets
- Undermining local food security
- Creating political instability via food insecurity.



Sample recent awareness: Russian disinfo & ag issues

U.S. EDITION **Newsweek**

THE DAILY CALLER

PUTIN IS MOUNTING SL... SERVING ATTACKS ON... SCIENCE

BY HENRY I. MILLER ON 1/11/18 AT 11:18 AM

On Sunday, CBS's *60 Minutes* ran a segment on news ne

When a chief Ma

murky.

Dear Gary Ruskin And Anti-GMO Stop Being Puppets For Putin

By Alex Berejwo

PAUL DRIESSEN Senior Policy An Constructive To

DC Environmental

science 2.0 JOIN THE REVOLUTION

Russia Loves Science When It Comes To Cheating In Sports, But Not In

Examiner

Environmental group may have to register as foreign agents

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Gary Ruskin, Movement, F, Vaxxers

Hank C

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The politicized threat via agroecology movement



Demonstrators walk with a banner during a march for Agroecology and civil resistance against US seed and pesticide maker Monsanto on May 20, 2017 in Bordeaux, southwestern France. German chemicals and pharmaceuticals giant Bayer based... [More](#)
May 20, 2017 License



Political Food: Agroecology

- “The question is not just, “how can we scale up agroecology,” or even “how can we use agroecology to change the food system,” but “**how can agroecology help us transform capitalism itself**” (Food First!)
- A socio economic political vision where **food sovereignty reliant solely upon organic and regenerative methods** serves as an alternative to Western-promoted, “industrial Green Revolution” approaches to sustainable agriculture
- **Achieved via political capacity building** between North-South alliances with peasant, farm, women, religious, consumer and labor organizations and high-level IGO policy fora (excluding input or participation by/from biotech groups)
- Claims **technology and modern agriculture lead to neo-colonial dependence, subjugation of indigenous rights**, health risks, farmer suicides, etc...



Global Alliance for the Future of Food (GAFF)



“Lobbying and protesting in support

of protecting native seeds and foods needs to be organized in various political arenas. **The fight against genetic modification and seed patenting must continue.** Educating policy-makers on the importance of traditional seeds and **the dangers of GMOs is essential.** We must petition against governments in countries that work under the influence of corporations and with the World

Trade Organization that supports genetic modification. We also need to fight against environmental contamination, caused by pesticides, fracking, and building pipelines, which threatens our foods and seeds...”

2015 reported GAFF part of a \$500M multi year donor commitment...



Agroecology political movement

Sample US & EU donors

- GAFF includes the **AgroEcology “Fund” (AF) & New Venture Fund** (managed by **Arabella Advisors**)
- Swift Foundation
- New Field Foundation
- Christensen Fund
- **Fondation CL Mayer**
- McKnight Foundation
- **Environmental Grantmakers Association**
- **Heinrich Boll Foundation**

US & EU NGO partners

- Greenpeace (AF board)
- Pesticide Action Network AF Board)
- ETC Group
- Food First!
- Navdanya (Vandana Shiva)
- IFOAM
- Action Aid
- Center for Food Safety
- GRAIN
- Groundswell International
- World Neighbors
- Third World Network
- La Via Campesina
- **UK Parliamentary Committee on Agroecology**



Less than transparent agenda but real results

Messages presented to public in donor brochures



A natural and indigenous solution to climate crisis and food sovereignty proven by science done in harmony with nature.



Reported agroecology grantee NGO deliverables

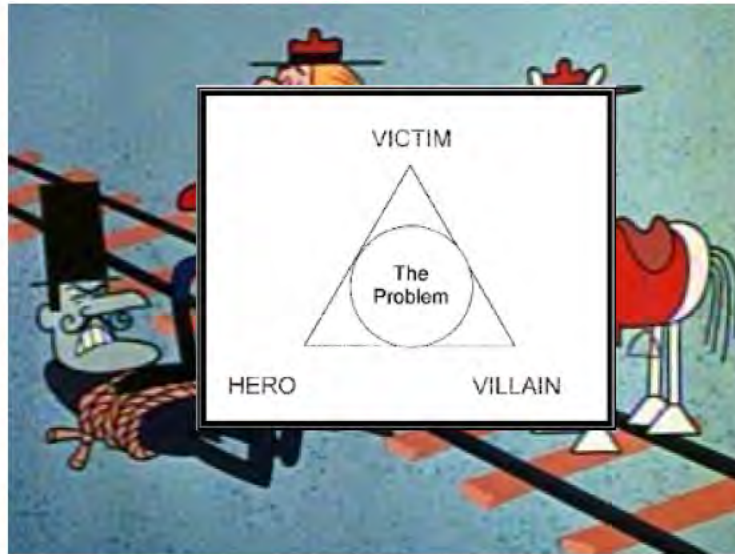
- **AFSA, IFOAM & GRAIN** “an integrated campaign opposing biofortified GMOs” (bananas) to “hijack” nutrition debate in favor of agroecology
- **CIKOD, FSG and AFSA** effectively **blocking GMO enabling legislation** and plant breeders rights bills
- **Navdanya (Vandana Shiva), IFOAM & AFSA** fighting **pesticide use and GMOs** – specifically bananas, cotton and brinjal

Agroecology goals: winning hearts & minds

- Legislation, litigation and lobbying support to block GMOs and plant breeder rights
- Engagement with key stakeholder groups – women, peasant farm organizations, labor unions, consumer groups to oppose GMOS and modern agriculture
- Technical support for journalists and elected officials to support agroecology
- Establishing modern-technology excluding agroecology policies via IGOs and international institutions (Note: **tentative FAO 2nd Annual Agroecology Summit April 2018, July 2018 G20 Ag Ministerial**)



Themes: Villains, victims and heroes storylines



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Add: Sense of urgency (often via disinformation)



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fluence
It Starts Online

Challenge: Trust, benefits, control, and fairness

US RTK
U.S. RIGHT TO KNOW

There are nearly no consumer benefits of GMOs
[Excerpt of Seedy Business, chapter 13]
Of the approximately 30 traits that are genetically engineered into crops for commercial use, they fall into two distinct classes. Many are either pesticide- or herbicide-resistant (or both) to

WIRED Anti-GMO Activist Seeks to Expose Scientists' Emails With Big Ag

ALABAMA BUSINESS | 02/23/18 | 01:38 PM

ANTI-GMO ACTIVIST SEEKS TO EXPOSE SCIENTISTS' EMAILS WITH BIG AG
THE LEGAL ATTACK hit Kevin Folta in early February.

ORGANIC FARMERS PAY THE PRICE FOR GMO CONTAMINATION

I AM NOT SCIENCE

Can We Really Trust GMOs? Learn More During Non-GMO Month

MONSANTO

WHITE HOUSE WRITERS GROUP

Significant resources being directed

• NGOs

- Broadening of traditional **EU and North American** anti-ag NGO base to **\$10 billion per year (2016)**
- **Global NGOs adding \$3-5 billion+ (2016)**
- IGO and ex-US trade interest expenditures (EU gov't funding) and agroecology policies
- Intersecting with domestic and **geo-political** expenditures (Russia, China, others)

• Marketing

- Global organic \$110 billion (2016) with **up to 25% spent on marketing (disparagement)**
- LOHAS, natural & alternative health \$900 billion (25-50% marketing)
- Emerging plant-based diet promotion groups fighting animal and commodity feed agriculture sectors
- Opportunistic intersecting groups (e.g., water infrastructure)

Questions & Thank you

Jay Byrne - jay.byrne@v-fluence.com

Josh Gilder - (b)(6)



From: [Chao, Julie - FAS](#)
To: [Joshua Gilder](#); [Jay Byrne](#)
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA
Date: Tuesday, February 6, 2018 2:14:00 PM

Hi Jay and Josh,

Look forward to seeing you Thursday. Please feel free to call my desk when you arrive, and I will escort you to the meeting room: (b)(6).

Here is the USDA press release on the joint statement on MRLs, which has a link to the actual signed document:

<https://www.fas.usda.gov/newsroom/secretary-perdue-welcomes-wto-statement-mrls>

Thanks much,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [mailto:(b)(6) (b)(6)]
Sent: Friday, February 02, 2018 10:56 AM
To: Jay Byrne
Cc: Chao, Julie - FAS
Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Jay: we have the murder board at 1PM...I have meetings after...first free moment is 3PM
Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Feb 2, 2018, at 10:21 AM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

I'm flexible on Monday afternoon – if it works for Josh 1 PM Eastern?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!

www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]
Sent: Friday, February 2, 2018 9:08 AM
To: Joshua Gilder <(b)(6)>; Jay Byrne <Jay.Byrne@v-fluence.com>
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Hi Jay and Josh,

FAS looks forward to hosting you again next week on February 8, 1-3pm. Are you free to touch base on Monday afternoon? I can give you an update on who is expected to attend, and issues that would be of interest.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [[\(b\)\(6\)](mailto:(b)(6))]
Sent: Wednesday, January 03, 2018 11:47 AM
To: Jay Byrne; Chao, Julie - FAS
Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Sounds great.

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007

(b)(6)
<http://www.whwg.com>

On Jan 3, 2018, at 11:00 AM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

Great, look forward to it. Perhaps we should have a brief pre-call a week or so out to make sure we're prepared to cover all the issues you would like and to get names of attendees so we're prepared?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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Visiting our St. Louis Office? [Click here for details and directions](#) to 360 N. Boyle, 2nd Floor, St. Louis, MO 63108.

From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]

Sent: Wednesday, January 3, 2018 8:18 AM
To: Joshua Gilder (b)(6); Jay Byrne <Jay.Byrne@v-fluence.com>
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Hi Josh and Jay,

Happy New Year! Looking forward to hosting you again at USDA, with USTR and EPA staff also attending. If the time and date still work for you, we are confirmed for Thursday, February 8, 1:00-3:00pm. I will send a calendar invitation shortly.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Chao, Julie - FAS
Sent: Wednesday, December 20, 2017 8:45 AM
To: 'Joshua Gilder'; Jay Byrne
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Jay and Josh,

Thank you for the quick response. I am checking USTR and EPA availability for February 8 and will get back to you to confirm a time and location.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [[\(b\)\(6\)](mailto:(b)(6))]
Sent: Tuesday, December 19, 2017 5:25 PM
To: Jay Byrne
Cc: Chao, Julie - FAS
Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Julie: any time after 11:30 on Thursday, February 8, works for me.

Look forward to seeing you again. Best, Josh

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Dec 19, 2017, at 3:57 PM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

Julie – right now my schedule looks like I will be in DC the Week of February 5th for CropLife annual meetings. I don't have the final schedule yet for those but could probably safely commit to something on Thursday the 8th if that day works for you as the CLI mtgs should be done by then.

Josh – are you avail on Thurs Feb 8th?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]
Sent: Tuesday, December 19, 2017 2:37 PM
To: Jay Byrne <Jay.Byrne@v-fluence.com>; (b)(6)
Subject: Follow-Up from your 12/5/17 presentation at USDA

Hi Jay and Josh,

Thank you for coming in earlier this month to talk about your work. I have several colleagues at USDA, USTR, and EPA who I think would be very interested in the information you presented, particularly as it relates to pesticides. Therefore, I would like to invite you both to come back for a second presentation in January or early February, if possible. Is there a particular window of time where you will both be in DC? I promise that we will find a room where the presentation equipment works!

I currently work on trade issues related to pesticides and MRLs, and have been seeing the effects of the “campaigns” that you described. I am coordinating with USTR and EPA, and we are in the early stages of putting together an interagency strategy for pesticides and U.S. agriculture. (Prior to joining FAS last year, I worked at EPA’s Office of Pesticide Programs for 12 years as a risk manager for conventional insecticides and antimicrobials. So I will also add that I appreciated your fair representation of EPA during the presentation and discussion.)

Look forward to hearing back and finding a date to host you again.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

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From: [Chao, Julie - FAS](#)
To: [Myers, Clayton - ARS](#)
Subject: FW: Global Crop Protection Snapshot - May 2, 2018
Date: Thursday, May 3, 2018 8:34:00 AM

I laughed when I saw this one:

[Commentary: Blog by former holistic nutritionist Denby Royal explains how she saw deceptiveness of unregulated industry peddling natural, holistic, well-being products, offers resources key to her exit from heap of raw, paleo, organic bullshit](#)

From: Jay Byrne [mailto:monitoring@bonuseventus.ccsend.com] **On Behalf Of** Jay Byrne
Sent: Wednesday, May 02, 2018 9:03 PM
To: Chao, Julie - FAS
Subject: Global Crop Protection Snapshot - May 2, 2018

||

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Global Crop Protection Snapshot

Expert analysis from v-Fluence

BONUS EVENTUS

A communication cooperative seeking good outcomes in food and agriculture

Sri Lankan media reports indicate officials will move forward on relaxing its glyphosate ban and will allow tea and rubber plantations access to these chemicals effective immediately, a move that is already drawing mixed reaction from stakeholders. Response pieces will likely address allegations of increased chronic kidney disease cases in the country due to glyphosate exposure, in addition to the Japanese government's recent rejection of tea imports due to residues from a glyphosate alternative. [See more](#)

Hawaiian media are reporting the state legislature has supported a bill restricting chlorpyrifos, which would be the first state-level restrictions on the chemical in the nation. The bill goes to Gov. David Ige for final approval and, if signed, the chlorpyrifos ban will go into effect in January. Farmers would be able to apply for use exemptions to this regulation through 2022. Pesticide use disclosure and no-spray zone provisions in the approved bill would go into effect immediately and without exemptions. Local activists have embraced the decision, and it may be used in advocacy campaigns to seek similar restrictions on the mainland. It is likely activists would focus that effort in California as the next potential target due to its widespread use in agriculture. [See more](#)

Criticism against U.S. Environmental Protection Agency pesticide policy and Administrator Scott Pruitt was focused today on the Farm Bill proposal in the U.S. House. [See more](#)

Carey Gillam's article in *The Guardian* examining the U.S. Food and Drug Administration's testing for glyphosate residues on food samples has received amplification from Beyond Pesticides and the Natural Resources Defense Council, in addition to continued attention from

moderate-visibility U.S. media sources. **[See more](#)** The American Council on Science and Health's Alex Berezow remains critical of her messaging, particularly for using the International Agency for Research on Cancer's claims regarding glyphosate while ignoring contrary conclusions from the U.S. EPA, European Food Safety Authority and another World Health Organization arm. **[See more](#)** Meanwhile, news coverage indicates a judge will allow a lawsuit claiming Monsanto has been misleading in its labeling of glyphosate products to go forward. **[See more](#)**

▮

Reminder: to access the full text, archives and monitoring dashboard resources you need to log in to the **[Bonus Eventus community portal](#)** using your email address and personal password. Please contact us if you need any assistance or support.

▮

For a more extensive compilation of recent crop protection items, **[click here](#)**

▮

Africa

▮

There were no notable developments in today's monitoring of Africa. Click below for the latest items.

▮

[More Africa items](#)

▮

Asia

▮

[News: Vietnamese news site amplifies ag ministry report indicating pollution of soil, water caused by increase in use of pesticides, fertilizers as response to need for increase in food production](#)

[News: Xinhua reports Centre for Agricultural and Biosciences International scientists announce development of framework for Global Surveillance System for crop diseases to help improve global food security, notes system aims to bring together best practices for crop protection](#)

[News: Pakistan news source reports on seizure of adulterated pesticides, fertilizers](#)

[News: The New Indian Express reports Karnataka state government has declared coffee districts as pest affected for period of five years due to coffee white stem borer, notes Central Coffee Research Institute's integrated pest management strategy has been weakened by worker shortage, non-adoption of phytosanitary measures](#)

[Interview: Indian pesticide manufacturer official stresses to business news site importance of developing environmentally safe chemicals, cites low, negligible residues of new generation products, highlights farmer training on safe pesticide use as part of effort to change evil impression towards agrochemical industry](#)

▮

[More Asia items](#)

Europe



News: Agence France-Presse reports 50 environmentalists march to Brussels demanding right to healthy foods, recognition of industrial crimes, MEP Michèle Rivasi notes desire for life without pollution, diet without pesticides and EDCs

News: Reuters reports German environment ministry document indicates government plans to increase restrictions on insecticide use due to concerns over declining biodiversity, citing study claiming significant decrease in flying insects, notes Germany support for reduction of glyphosate, ban of neonics

Commentary: The Ecologist amplifies BirdLife International five-year study blaming humans for pushing birds toward extinction; deems neonics highly detrimental to birds

News: Marseilles news source reports researcher on cocktail effects of EDCs spoke at national center for scientific research conference, says industrial lobby prevents regulation against passive effects of pesticide applications on the fields

Commentary: Southern Italy news site amplifies regional ag business advocacy NGO president criticizing alarmist and groundless declarations from organic ag NGO official over ag ministry decree to battle olive tree bacterium, notes list of accepted treatments includes organic products to condemn false environmentalism attacking pesticide use

News: Farmers Guardian reports amplifies Food Standard Agency's comments emphasizing need for new domestic food regulatory running on 'day one' of Brexit to address potential trade disruptions

News: French media report Delphine Batho is leaving Socialist Party to lead Generation Ecology party, highlights Batho's criticism that Socialist Party hasn't taken green turn, cites Socialist Party's failure to oppose glyphosate as proof

News: Central France news site amplifies Public Health France study indicating higher levels of Parkinson's disease found among residents in agricultural areas, particularly winemaking regions, notes researchers call for reduction in pesticide exposure

Commentary: French farmers union criticizes plan to reduce use of pesticides for adding to farmer financial burdens, reducing ability to compete with foreign farmers, refutes viability of bio-controls as alternative options

[More Europe items](#)

Latin America



[News: Brazilian news outlet cites EU neonic ban based largely on EFSA review, amplifies 2016 Brazilian government report on food samples indicating neonics among highest pesticide groups detected, with traces found in 2,401 samples, 339 above maximum allowable levels or in unauthorized use](#)

[More Latin America items](#)

North America

[Commentary: Blog by former holistic nutritionist Denby Royal explains how she saw deceptiveness of unregulated industry peddling natural, holistic, well-being products, offers resources key to her exit from heap of raw, paleo, organic bullshit](#)

[Commentary: Genetic Literacy Project's Marc Brazeau concludes three-part series on insect-resistant and herbicide-tolerant biotech crops, examines benefits of reduced pesticide use, increased yields and farmer incomes in developing nations](#)

[Commentary: Natural Resources Defense Council Senior Scientist Jennifer Sass criticizes EPA for continuing to support glyphosate, accuses it of favoring Monsanto's interests, highlights risks posed to monarch butterflies, claims EPA also ignores cancer risk](#)

[Commentary: Natural Resources Defense Council Senior Attorney Daniel Rosenberg explains NRDC's recently filed brief challenging Scott Pruitt's attempt to allow new toxic chemicals onto the market without review, highlights reversal of chlorpyrifos ban](#)

[Announcement: As You Sow announces shareholder request for General Mills to periodically release information on the company's pesticide usage, claiming neonics and glyphosate contribute to pollinator decline; lists companies that phased out neonic usage](#)

[News release: University of California, Irvine announces physiology, biophysics professor receives \\$2.1M NIH grant to fund research of insect control strategies using short wavelength light, notes potential for development of environmentally friendly alternatives to pesticides](#)

[Commentary: Natural News writer Ethan Huff reports liberal mafia is freaking out as Environmental Protection Agency plans to bring full transparency to science behind regulatory decisions; Diane Katz for The Heritage Foundation says liberals' opposition is hypocritical](#)

[Commentary: Natural News amplifies Guardian report on shocking Food and Drug Administration internal documents concerning glyphosate testing, claims agency ignored dangerous threat to consumers from contaminated food supply; Mike Adams says emails shatter any remaining faith public had in FDA](#)

[News: Canadian news source reports Prince Edward Island farmer is facing hefty](#)

finer after pesticides from his farming operation were found to be cause of fish kill in Hyde Creek in Cornwall last year, notes sentencing to take place next week

Commentary: Canadian anti-glyphosate activist Tony Mitra suggests it's no accident that three Anglo Saxon nations that stole continents from local inhabitants then pillaged land are same that have highest acceptable limits of glyphosate in drinking water

Commentary: Regeneration International amplifies and applauds New York Times piece profiling Marin County farmers who learned how to use regenerative agriculture to revitalize soil, emphasizes the farmers learned how to increase carbon in soil while also reducing inputs such as pesticides

News: Agri-Pulse reports Environmental Protection Agency Pesticide Programs head tells audience at CropLife America's policy conference that staff reductions are putting strain on Pesticide Programs Office, making it difficult to meet PRIA deadlines

News: Radio Canada report highlights use of drones for more targeted pesticide applications

News: Delta Farm Press reports on the evolution of crop protection in the Delta region since 1943 when the Delta Farm Press first started publishing



More North America items



Oceania



There were no notable developments in today's monitoring of Oceania. Click below for the latest items.



More Oceania items



More Bonus Eventus Resources

Stakeholder database

More information on the people and organizations influencing food and agriculture issues.

Events calendar

See where news could be happening next. Or let allies know about an upcoming event.

Bonus Eventus community

Connect with academic experts and researchers, journalists and agriculture allies.

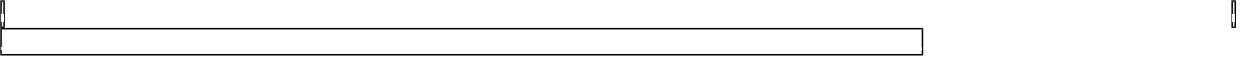
For more information, contact:
Director Karlie Baker
karlie.baker@v-fluence.com
877-835-8362, ext. 2030

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[SafeUnsubscribe™ Julie.Chao@fas.usda.gov](mailto:Julie.Chao@fas.usda.gov)

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From: [Chao, Julie - FAS](#)
To: [Freeman, Mark - FAS](#)
Subject: RE: Invitation to Join Discussion on International Trends Affecting Pesticides, February 8, 1-3pm, South Building Room 1052-B
Date: Tuesday, February 6, 2018 2:12:00 PM

Terrific! Hope you will find it interesting!

From: Freeman, Mark - FAS
Sent: Tuesday, February 06, 2018 2:09 PM
To: Chao, Julie - FAS
Subject: RE: Invitation to Join Discussion on International Trends Affecting Pesticides, February 8, 1-3pm, South Building Room 1052-B

Hi Julie,

Thanks for your message. Just FYI that I intended to be there. Thanks!

Best Regards,
Mark Freeman
Foreign Agricultural Service
Plant Products Trade Specialist
South Asia|Central America|S. America|Caribbean Region
Phone: (b)(6)

From: Chao, Julie - FAS
Sent: Tuesday, February 06, 2018 12:09 PM
To: FAS.1-OASA Plant Division
Subject: Invitation to Join Discussion on International Trends Affecting Pesticides, February 8, 1-3pm, South Building Room 1052-B

Hi PD,

If you are interested, please feel free to join a discussion with Jay Byrne (V-fluence) and Josh Gilder (White House Writers Group) on Thursday, February 8, from 1-3pm. Jay and Josh delivered a presentation to several USDA and State Department staff a few months ago (arranged by NTPMD) on international trends affecting biotech, GMOs, and pesticides. I have asked them back for a repeat session focused more specifically on pesticides.

The issues that Jay and Josh will speak about include:

- Intensified lobbying of international governmental organizations and policy-influencing institutions to restrict or ban the use of crop protection tools and technologies.
- Geopolitics, regional political groups seeking to disrupt trade, block technology adoption, and destabilize U.S. agribusiness and political interests.
- Intergovernmental organizations - e.g., pending IARC Monograph reviews of pesticides, UN convention groups.
- NGO and special interest groups' intensifying anti-pesticide campaigns in developing

countries.

The meeting will be conducted in Room 1052-B. I do not expect the discussions to take the full two hours—about one hour for Jay and Josh’s presentation and then open time for questions/discussion. A few EPA and USTR staff have also been invited, as they are part of the ongoing interagency discussions on how to strategically address high level threats and external factors that are impacting U.S. growers’ access to crop protection tools.

You are also welcome to call in:

Call-in Number: (b)(6)

Access Code: (b)(6)

Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: [Joshua Gilder](#)
To: [Chao, Julie - FAS](#); [Jay Byrne](#)
Subject: call in information
Date: Monday, February 5, 2018 3:10:46 PM

Call in: (b)(6)

Intl call in: (b)(6)

Participant code: (b)(6)

Leader Passcode: (b)(6)

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007

(b)(6)

<http://www.whwg.com>

From: [Chao, Julie - FAS](#)
To: [Maratos, Marie - FSIS](#)
Subject: RE: Meeting with Jay Byrne (V-Fluence) and Josh Gilder (WHWG)
Date: Monday, February 5, 2018 11:06:00 AM

Hi Marie,

Yes, Jay and Josh both work for consulting groups.

Jay is with V-fluence, which provides marketing and PR services:

<https://www.v-fluence.com/about-us/>

Josh is with White House Writers Group, which does strategic communications consulting:

<http://www.whwg.com/principals/joshua-gilder/>

The two of them delivered a presentation to several USDA and State Department staff a few months ago on international trends affecting biotech, GMOs, and pesticides. I have asked them back for a repeat session focused more specifically on pesticides. The issues that they will speak about include:

- Intensified lobbying of international governmental organizations and policy-influencing institutions to restrict or ban the use of crop protection tools and technologies.
- Geopolitics, regional political groups seeking to disrupt trade, block technology adoption, and destabilize U.S. agribusiness and political interests.
- Intergovernmental organizations - e.g., pending IARC Monograph reviews of pesticides, UN convention groups.
- NGO and special interest groups' intensifying anti-pesticide campaigns in developing countries.

I hope you can make it. I thought they had a lot of interesting perspectives.

Julie

Julie Chao, MA, MSPH

Senior Technical Advisor

Plant Division, Office of Agreements and Scientific Affairs

Foreign Agricultural Service, USDA

Phone: (b)(6)

From: Maratos, Marie - FSIS
Sent: Monday, February 05, 2018 10:44 AM
To: Chao, Julie - FAS
Subject: RE: Meeting with Jay Byrne (V-Fluence) and Josh Gilder (WHWG)

Julie,

Do you have an any info on these two?

Marie

-----Original Appointment-----

From: Chao, Julie - FAS
Sent: Friday, February 2, 2018 4:57 PM
To: Julia_Doherty@ustr.eop.gov; Callahan, Julie E. EOP/USTR; Zoe, Emdur;
Wormell.Lance@epa.gov; Herndon.George-FASContact; Maratos, Marie - FSIS
Subject: Meeting with Jay Byrne (V-Fluence) and Josh Gilder (WHWG)
When: Thursday, February 8, 2018 1:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: USDA South Building, Room 1052-B

Hope you can attend in person, but if you'd like to call in:

Call-in Number: (b)(6)

Access Code: (b)(6)

From: [Chao, Julie - FAS](#)
To: [Joshua Gilder](#); [Jay Byrne](#)
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA
Date: Friday, February 2, 2018 10:57:00 AM

3pm works for me. Jay?

Thank you both,
Julie

From: Joshua Gilder [mailto:(b)(6) (b)(6)]
Sent: Friday, February 02, 2018 10:56 AM
To: Jay Byrne
Cc: Chao, Julie - FAS
Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Jay: we have the murder board at 1PM...I have meetings after...first free moment is 3PM
Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Feb 2, 2018, at 10:21 AM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

I'm flexible on Monday afternoon – if it works for Josh 1 PM Eastern?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]

Sent: Friday, February 2, 2018 9:08 AM

To: Joshua Gilder (b)(6) (b)(6) >; Jay Byrne <Jay.Byrne@v-fluence.com>

Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Hi Jay and Josh,

FAS looks forward to hosting you again next week on February 8, 1-3pm. Are you free to touch base on Monday afternoon? I can give you an update on who is expected to attend, and issues that would be of interest.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [[\(b\)\(6\) \(b\)\(6\)](mailto:(b)(6) (b)(6))]

Sent: Wednesday, January 03, 2018 11:47 AM

To: Jay Byrne; Chao, Julie - FAS

Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Sounds great.

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Jan 3, 2018, at 11:00 AM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

Great, look forward to it. Perhaps we should have a brief pre-call a week or so out to make sure we're prepared to cover all the issues you would like and to get names of attendees so we're prepared?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====

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From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]
Sent: Wednesday, January 3, 2018 8:18 AM
To: Joshua Gilder (b)(6) (b)(6); Jay Byrne <Jay.Byrne@v-fluence.com>
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Hi Josh and Jay,

Happy New Year! Looking forward to hosting you again at USDA, with USTR and EPA staff also attending. If the time and date still work for you, we are confirmed for Thursday, February 8, 1:00-3:00pm. I will send a calendar invitation shortly.

Best Regards,

Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Chao, Julie - FAS
Sent: Wednesday, December 20, 2017 8:45 AM
To: 'Joshua Gilder'; Jay Byrne
Subject: RE: Follow-Up from your 12/5/17 presentation at USDA

Jay and Josh,

Thank you for the quick response. I am checking USTR and EPA availability for February 8 and will get back to you to confirm a time and location.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

From: Joshua Gilder [mailto:(b)(6) (b)(6)]
Sent: Tuesday, December 19, 2017 5:25 PM
To: Jay Byrne
Cc: Chao, Julie - FAS
Subject: Re: Follow-Up from your 12/5/17 presentation at USDA

Julie: any time after 11:30 on Thursday, February 8, works for me.
Look forward to seeing you again. Best, Josh

Joshua Gilder
Senior Director
White House Writers Group
1025 Thos. Jefferson Street, N.W.
Washington, D.C. 20007
(b)(6)
<http://www.whwg.com>

On Dec 19, 2017, at 3:57 PM, Jay Byrne <Jay.Byrne@v-fluence.com> wrote:

Julie – right now my schedule looks like I will be in DC the Week of February 5th for CropLife annual meetings. I don't have the final schedule yet for those but could probably safely commit to something on Thursday the 8th if that day works for you as the CLI mtgs should be done by then.

Josh – are you avail on Thurs Feb 8th?

=====

Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
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LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

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From: Chao, Julie - FAS [<mailto:Julie.Chao@fas.usda.gov>]
Sent: Tuesday, December 19, 2017 2:37 PM
To: Jay Byrne <Jay.Byrne@v-fluence.com> (b)(6) (b)(6)
Subject: Follow-Up from your 12/5/17 presentation at USDA

Hi Jay and Josh,

Thank you for coming in earlier this month to talk about your work. I have several colleagues at USDA, USTR, and EPA who I think would be very interested in the information you presented, particularly as it relates to pesticides. Therefore, I would like to invite you both to come back for a second presentation in January or early February, if possible. Is there a particular window of time where you will both be in DC? I promise that we will find a room where the presentation equipment works!

I currently work on trade issues related to pesticides and MRLs, and have been seeing the effects of the “campaigns” that you described. I am coordinating with USTR and EPA, and we are in the early stages of putting together an interagency strategy for pesticides and U.S. agriculture. (Prior to joining FAS last year, I worked at EPA’s Office of Pesticide Programs for 12 years as a risk manager for conventional insecticides and antimicrobials. So I will also add that I appreciated your fair representation of EPA during the presentation and discussion.)

Look forward to hearing back and finding a date to host you again.

Best Regards,
Julie

Julie Chao, MA, MSPH
Senior Technical Advisor
Plant Division, Office of Agreements and Scientific Affairs
Foreign Agricultural Service, USDA
Phone: (b)(6)

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From: [Chao, Julie - FAS](#)
To: [Rasmussen, Mark - FAS](#)
Subject: RE: Chemicals in America Are Woefully Unregulated
Date: Wednesday, January 3, 2018 3:30:00 PM

Yes, EPA has a communications branch that produces outreach materials. Are you talking about [REDACTED] ?

From: Rasmussen, Mark - FAS
Sent: Wednesday, January 03, 2018 3:17 PM
To: Chao, Julie - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

This is good...lets discuss how we can develop a strategy for (b)(5) Deliberative Process [REDACTED] ? These would be (b)(5) Deliberative Process [REDACTED] various regulatory policies.

Mark

From: Chao, Julie - FAS
Sent: Wednesday, January 03, 2018 3:00 PM
To: Rasmussen, Mark - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

This is not explicitly covered in (b)(5) Deliberative Process [REDACTED]I like your idea to include it and will do so.

I think you will (b)(5) Deliberative Process [REDACTED] . Attached is an example of the newsletter that Jay's group publishes. They track a number of issues, including:

- Intensified lobbying of international governmental organizations and policy-influencing institutions to incorporate narrowly defined *agroecology* and related policies which specifically ban or restrict the use of agricultural biotechnology, crop protection and other production tools
- Continued role of previously reported propaganda and disinformation about food security issues disparaging use of biotechnology, pesticides and collaboration with western governments and institutions from Russian, Chinese and regional political sources seeking to disrupt trade, block technology adoption, destabilize regional U.S. business and political interests, etc.
- Other risks to technology research, development and implementation through manipulation of IGO systems – i.e., pending IARC Monograph reviews of GMOs and pesticides, EDC criteria setting at the EU and via UN convention groups
- North American and European NGO and special interest groups' intensifying campaigns in developing Africa and Latin America countries (less so but measurable in Asia) to create and build capacity of local organizations to oppose agricultural biotechnology, modern crop protection and related technology adoption – including political lobbying, litigation support

and grassroots organization of political opposition groups

From: Rasmussen, Mark - FAS
Sent: Wednesday, January 03, 2018 2:46 PM
To: Chao, Julie - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

Excellent! I think it's critical for the US to (b)(5) Deliberative Process

?

Mark

From: Chao, Julie - FAS
Sent: Wednesday, January 03, 2018 2:28 PM
To: Rasmussen, Mark - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

Very troubling indeed. The spread of false information is (b)(5) Deliberative Process

It is harmful to food security and agricultural development, particularly in developing countries. This is part of what we aim to discuss at the (b)(5) Deliberative Process

I am in the process of setting up a seminar with Jay Byrne of [V-fluence](#) and Josh Gilder of the White House Writer's Group. They gave a presentation to OASA and State Dept. on biotech, GMOs, and pesticides a few weeks ago, and I have asked them to come back to talk more about the international issues they are tracking related to pesticides. They gave a fascinating analysis of IARC and glyphosate. USTR, EPA, and OPMP have said that they would like to attend, and I hope that everyone in our division will try to attend too. I think it will be a (b)(5) Deliberative Process

Interesting "counterpoint" article written by Josh Gilder:

<https://www.usnews.com/opinion/blogs/joshua-gilder/2012/03/02/science-reporting-on-organic-food-is-out-to-lunch>

Julie

From: Rasmussen, Mark - FAS
Sent: Wednesday, January 03, 2018 2:05 PM
To: Chao, Julie - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

Thank you...it is very concerning how people are able to benefit from publishing false information.

From: Chao, Julie - FAS
Sent: Wednesday, January 03, 2018 1:10 PM
To: Rasmussen, Mark - FAS
Subject: RE: Chemicals in America Are Woefully Unregulated

What the author describes (b)(5) Deliberative Process

<https://www.epa.gov/pesticide-registration/about-pesticide-registration>
<https://www.epa.gov/pesticide-science-and-assessing-pesticide-risks/overview-risk-assessment-pesticide-program>

See some additional comments below.

From: Rasmussen, Mark - FAS
Sent: Wednesday, January 03, 2018 12:49 PM
To: Chao, Julie - FAS
Subject: Chemicals in America Are Woefully Unregulated

Julie

(b)(5) Deliberative Process

I am

curious how does (b)(5) Deliberative Process

BOOKS

Chemicals in America Are Woefully Unregulated

The federal government has not been exercising adequate oversight to protect Americans' health.

By [Dr. Michelle Perro](#), [Dr. Vincanne Adams](#) / [Chelsea Green Publishing](#)

December 28, 2017, 12:00 PM GMT

[Print](#)[63 COMMENTS](#)

Pesticide warning sign outside a field of newly treated blueberries in Oregon.

Photo Credit: TFoxFoto/Shutterstock

This excerpt is adapted from Michelle Perro and Vincanne Adams' new book [What's Making Our Children Sick?: How Industrial Food Is Causing an Epidemic of Chronic Illness, and What Parents \(and Doctors\) Can Do About It](#) (Chelsea Green Publishing, 2018) and is reprinted with permission from the publisher.

The concerns raised by environmental health scholars are similar to those raised by researchers looking at pesticides. Most people would be surprised, however, to learn there is a shocking lack of rigorous testing and regulation of chemicals in the United States. One would expect our food supply to be well regulated, but in far too many cases the three federal government agencies that bear responsibility for some aspect of food safety have not been exercising adequate oversight. These agencies are the FDA, the USDA and the EPA.

The FDA has been granted the major role, and it is supposed to be exercising great precaution. According to the stipulations of the Food, Drug, and Cosmetic Act, this agency must ensure that all new additives to our food that do not have a safe history of use prior to 1958 are demonstrated to be safe via standard scientific testing before they're allowed on the market. In cases where sufficient technical evidence

of safety has already been produced, and this evidence is well-recognized among experts, the new additive can be deemed to be “generally recognized as safe” (GRAS), and the manufacturer is not required to produce additional evidence. But these precautionary safeguards have been violated when it comes to genetically engineered foods. As the public interest attorney Steven Druker has revealed in his book, *Altered Genes, Twisted Truth*, even though the FDA has acknowledged that the various pieces of DNA inserted into genetically engineered organisms are within the purview of these laws, it has claimed they are exempt from testing because they are GRAS—despite the fact its own files demonstrate the agency knew that neither of the requirements for GRAS status had been satisfied. Druker argues that although (1) the FDA’s own experts concluded that GM foods pose abnormal risks and need to be tested, (2) the agency also knew that a significant number of experts outside the agency also believed that safety testing is needed, and (3) the agency additionally knew that no technical evidence of safety had been generated, it covered up these facts and falsely proclaimed that the conditions for GRAS had been satisfied. Accordingly, Druker states that the FDA allowed GM foods to come to market without requiring any testing whatsoever. GM foods that are pesticides or PIP (plant-incorporated protectant) are regulated by the EPA.

The USDA, the oldest of the three institutions, established in 1862, also regulates agrochemicals and the ways that farmers grow crops or raise livestock and poultry. However, their main concern in this regard is in relation to new technologies or chemicals jeopardizing existing animal and farm resources. They do not regulate agriculturally used chemicals in relation to their toxicity to humans. Nor do they regulate or test the foods themselves (once they have left the farm, so to speak).

Finally, the EPA was established in 1970 with a more general and loosely defined responsibility to protect human health and the environment, based on monitoring, standard setting, and enforcement. In 1976, Congress passed the Toxic Substances Control Act, which gave the EPA full power to control chemicals that posed a health risk to humans and the environment. But have they?

The EPA’s task has been to monitor the nearly 100,000 chemicals produced in or imported into the United States. Of these 100,000 chemicals, the EPA has only taken action to reduce the risk of over 3,600 chemicals, and it has banned or limited the production or use of only 5. It has not actually regulated a single chemical in the

United States since the mid-1980s. Keep in mind, the EPA is the same agency responsible for determining the safe limits of pesticide residues in plants that are produced for human consumption.

On top of all this, the EPA's central stance on regulation is that chemicals are safe until proven otherwise. However, just how it determines this "safe" level is surprising. To determine maximum levels of exposure for certain chemicals, the EPA samples the concentrations of a chemical in the population. In other words, the EPA does not conduct rigorous research on the effects of chemicals; rather, **it surveys the population and figures out how much is already present with the assumption that that amount is safe.** This sets a range for an acceptable amount.

This is not at all accurate. For a substance to be authorized in the United States, it must meet the safety standard established under FIFRA, FQPA, and FFDCA. The basis for the safety finding is a risk assessment, which is based on both toxicology and exposure studies that must be performed in accordance with EPA-established scientific guidelines.

The EPA also does rigorous searches of the available research literature on toxicity from chemicals. The obvious flaws in this logic are twofold: First, adverse health effects are often not immediate or acute, but rather are long term before they develop as chronic problems. It is difficult to decipher exact causes of environmentally induced health effects, especially if they take a long time to develop. Chronic low levels of chemicals can accumulate in the body over time, and create long-term health effects such as cancer, but these are not going to be seen for decades. Thus, "safe levels" are likely to be inaccurate and the use of dangerous chemicals might persist for many decades because toxicity is not yet apparent.

EPA evaluates both acute and chronic toxicity data, and conducts both acute and chronic risk assessments. EPA also evaluates epidemiological studies, which typically look at long-term exposure. In fact, EPA has been involved in the Ag Health Study, a very rigorous epidemiological study that has been ongoing for over 2 decades: <https://aghealth.nih.gov/>

Second, in regard to the EPA's use of scientific studies when it comes to foods, it follows the pattern of the FDA. Many studies on chemicals in foods are focused on establishing equivalence with existing foods, showing that they are no more dangerous than foods already in circulation. Thus, most foods do not fall under the scrutiny of the EPA, just as they don't under the FDA. The EPA does, however,

exercise regulatory power over the use of foods that have become pesticides in and of themselves (such as some GM foods) because it is charged with regulating pesticides. However, the EPA has never actually curtailed use of these pesticide foods.

Finally, studies on chemical toxicities that are done in animals are almost exclusively done by the industries that produce and sell them, raising questions about bias and validity that are seldom heard at any of these regulatory agencies. The EPA accepts standards set by chemical companies that are based on their own research of “safe levels” or what are called “no observed adverse effect levels” (NOAELs). These levels are based on exposure tests on animals or humans, comparing biologically or statistically significant changes between test and control groups for alteration of morphology, functional capacity, growth, development, or life span. The EPA takes into account a variety of different measures of safe levels, which can vary from state to state, including no significant risk levels (NSRLs), maximum allowable dose levels (MADLs), and chronic reference dose levels (cRfD), depending on what type of disorder or toxicity one is looking at.

The standards are not set by chemical companies. Scientific guidelines are established by EPA, and studies must be conducted in accordance with those guidelines. Many companies use GLP certified third-party labs.

What all this adds up to is that despite the fact that many of these chemicals have been assigned “safe levels” of exposure and are on the market for use in our homes, schools, and businesses, they are often adjusted later, after reports begin to trickle in about possible effects or about exposure-related effects that are below these safe levels. Even when safety levels are set, often these minimal regulations are only made by the EPA in response to complaints, lawsuits, and hard-fought advocacy work of public interest organizations, rather than because the EPA is proactive and, on its own, does research to test safety.

Shifting the burden of proof of safety to industries has resulted in outcomes that should have been expected; industries are not very good at policing themselves. And, it turns out, neither is the EPA, FDA, or USDA very good at protecting us. The coordination between industry, health researchers, and government regulation in the area of agrochemicals used in food production is abysmal. So, if we are quite literally surrounded by and bathing in—and entirely unable to escape from—the

chemical hurricane that has arrived with the scientific engineering of our food supply, what sort of science, what kind of regulation, and what sort of medicine should we practice to deal with this?

To answer this question, we first need to explore what these poisons are and how exactly they impact our health. It turns out that answering these questions is not so easy. After all, not everyone who eats these foods gets sick, or at least not right away. In fact, some people never do, and this has created huge skepticism among many. Food industries and agribusinesses have spent a good deal of time assuring us that these foods and the chemicals we use to grow these foods are safe. Finally, again, the USDA the EPA, and the FDA are not telling us that these crops are dangerous. Is it possible, however, that in our effort to ensure a sufficient food supply and profit margin for our farming communities we have had the wool pulled over our collective eyes when it comes to food safety?

Leaving aside the issues of meat, poultry, and dairy that are full of antibiotics and hormones (and that eat grain and grass crops that are genetically modified), what are these crops we are so worried about? The genetic engineering technologies that are of particular concern to food-focused medicine are twofold. First is the genetic engineering of crops so that they are resistant to the herbicide Roundup, referred to as “Roundup Ready crops.” These crops are specifically modified genetically to withstand death from glyphosate. That is, they are designed to enable use of Roundup. The second is the genetic engineering of crops so they contain the natural insecticide *Bacillusthuringiensis* toxin (Bt toxin). Bt is almost always used in conjunction with Roundup Ready genetic modifications. Plants modified with Bt are designed to kill pests trying to eat them; in fact, the plants themselves are turned into insecticides. No matter what part of the plant is eaten by a pest, it will kill the insect. Again, arguments for and against the safety of these genetic engineering technologies in food crops are controversial on both sides.

When you consider that most of the Roundup Ready crops, including soy, corn, canola, alfalfa, cotton, sugar beets, apples, potatoes, and, soon, wheat (although experimental forms of genetically modified wheat do exist), are getting drenched in glyphosate and other herbicides as a normal part of their agricultural production, questions about how many of these chemicals are ending up in the foods we eat, and in the environment, naturally follow.

Prior to GM crops, farmers could not spray herbicides on the crops themselves, because the herbicides killed the food crops along with the weeds. Farmers sprayed the soil prior to planting. With the advent of Roundup Ready crops (and now, new GM crops that are resistant to stronger, more toxic herbicides), for the first time, farmers are able to spray the food itself—repeatedly—meaning a vastly increased amount of herbicides has entered directly into our food supply in just the past two decades.

When you further consider that many of these food crops are themselves also modified to act like pesticides against living organisms, questions about what exactly these foods are doing inside of our guts, and specifically to the microorganisms in our guts, naturally arise as well. When you consider that poultry and livestock are fed foods with these same genetic modifications, plus the large quantities of added herbicides that accompany them, then questions about the pervasive dissemination of these chemicals into the animals that we consume escalate quickly. Finally, when you consider that most processed foods—even baby formula and baby foods in most US grocery stores today—are made from these crops (especially soy and corn or their derivatives), then one begins to see the contours of our contemporary Silent Spring.

Exactly how are these chemically dependent tactics for food production impacting the human body and specifically the health of our children? There is much less information about this topic, and virtually none available to clinicians. Even clinicians who are aware of these profound disruptions in the environment and in our food will have a hard time parsing the information and applying it to their clinical practices. This interface is challenging at best, daunting at worst. This lack of information is appalling considering the pervasiveness of genetically modified crops that saturate the food supply of Americans today.

From: [Jay Byrne](#)
To: [Chao, Julie - FAS](#); [Nina Helgeson](#); [Jeff Latzke](#)
Subject: RE: New User Registered on Bonus Eventus
Date: Wednesday, December 20, 2017 8:40:51 AM
Attachments: [About Bonus Eventus.pdf](#)

Julie,

Your Bonus Eventus access is all set. Please do not hesitate to contact us with any questions, comments or requests.

Regards,

=====
Jay Byrne, president
v-Fluence Interactive
-- It starts online!
www.v-Fluence.com
Toll Free: 877-835-8362 ext. 2001
USA: 314-880-8000 ext 2001
Mobile: (b)(6)
AOL IM: (b)(6)
LinkedIn: <http://www.linkedin.com/in/jaybyrne>
Fax: 877-568-4848
SKYPE: Jay_Byrne

=====
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From: Julie [mailto:julie.chao@fas.usda.gov]
Sent: Wednesday, December 20, 2017 7:31 AM
To: Info <info@bonuseventus.org>; Nina Helgeson <Nina.Helgeson@v-fluence.com>; Jay Byrne <Jay.Byrne@v-fluence.com>
Subject: New User Registered on Bonus Eventus

New User Registered for an account on Bonus Eventus. Here are the login details of new user account:

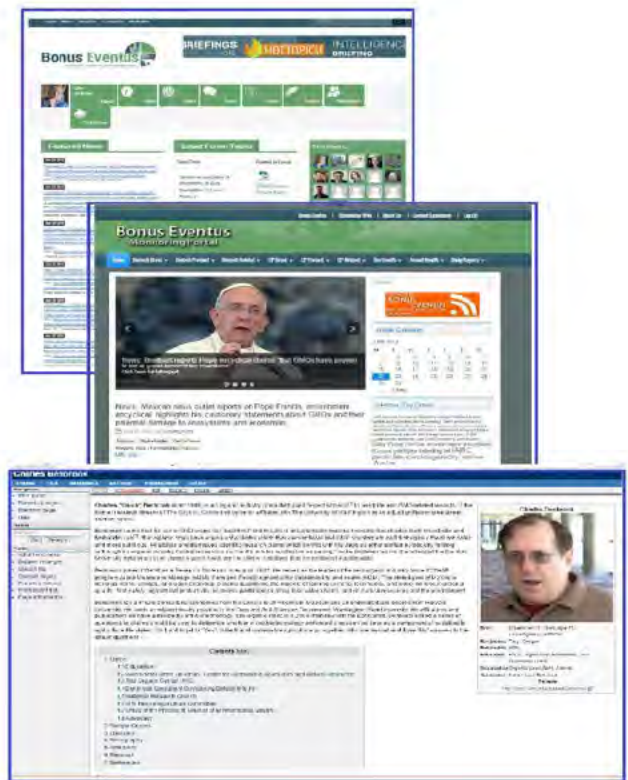
Username (b)(6)

Email : julie.chao@fas.usda.gov

Bonus Eventus

OVERVIEW

Bonus Eventus (BE) is a private social networking and communications platform for stakeholders who desire an informed, collegial and balanced public dialogue and understanding about key food, nutrition, agriculture, environment and public health-related issues. The portal was developed by v-Fluence Interactive and the White House Writers Group¹ with the support of academic, commercial, government and NGO partners. Currently, BE is a member driven cooperative with more than 1,000 community participants from respected, independent academic institutions, commercial, non-profit and government scientists in North America, Europe, Africa, Latin America and Oceania with expertise in a range of intersecting issues, including biotechnology, toxicology, animal health, nutrition, soil, weed and water sciences. These participants are actively contributing to and leveraging the platform's resources and networking to enhance their current efforts and activities around key agricultural discussions.



The BE community welcomes new members via invitation from existing network participants and seeks to expand participation from other geographical region and interest area experts including academics, scientists and NGOs involved in biotechnology, crop protection, chemical toxicology, animal health, nutrition and related topic areas.

Participants in the BE community have access to various tools and networking options for members that help contribute toward the goal of more informed balance and accuracy in influential public discourse on science and related policy topics. Specifically, members have access to topic-customized breaking news and analysis that provide a heads-up for upcoming studies, campaigns and trends; issue briefing materials and references on related topics; training support for disciplines (e.g., science advocacy and risk communications) and new media platform skills (e.g., Twitter, LinkedIn and Facebook); an events calendar that details influential conferences, speaking engagements, trade and advocacy-related activities; discussion forums; and, a community-edited wiki with details on relevant stakeholders and peer-to-peer networking. In essences, the tools are designed to help member become more informed and effective stewards.

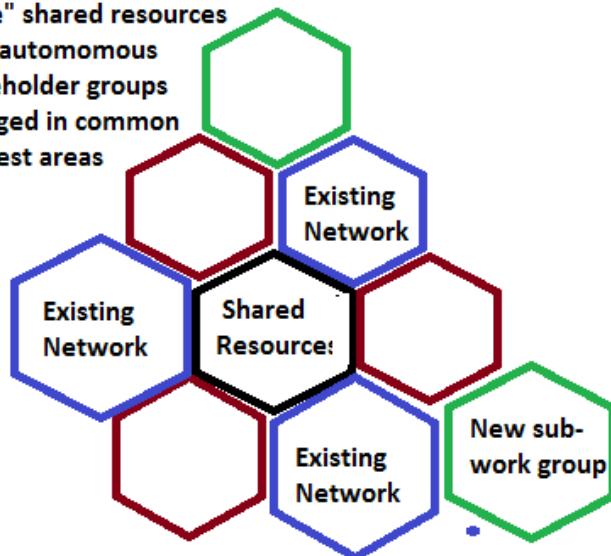
¹ v-Fluence and The White House Writers Group are a public affairs and issues management consulting firms which collaborate to provides issues intel, research, training support and strategic counsel on public policy topics to commercial, non-profit, academic and government clients. These clients include organizations working in such areas as food and agriculture production including organic, conventional and new technology areas. Additional information can be found at <http://www.whwg.com> and <http://www.v-Fluence.com>

Some support elements within the BE network, such as the news feed, are made possible by v-Fluence paid clients that allow their content streams to be shared with the network. These clients include commercial, non-profit, government and academic organizations – none of which has any editorial influence over the content monitoring or restricts the information shared with BE community members.

Among its key benefits, the network provides a robust stakeholder wiki (i.e., a collaborative website) provided by Academics Review – a 501c3 on profit. The Academics Review wiki provides BE members with access to stakeholder background briefs about hundreds of individuals and organizations updated and edited by community members. These include education and career details, funding insights, past campaign tactics and more. Like Wikipedia, the BE wiki also allows members to create new profiles or enhance current files, thus helping everyone better understand the motivations, funding, strategies and other data about those seeking to influence public opinions and policies on agriculture-related topics.

Another key BE element is the topic wiki, which offers community developed talking point “message maps” and annotated topic bibliographies that help members be informed participants when discussing new published research, advocacy claims and emerging public policy topics. These topic wiki articles are open to BE member editing and an independent retired academic serves as a reference librarian to help review submitted materials to help provide and ensure they are referenced with supporting peer-reviewed, credible citations.

"Hive" shared resources with autonomous stakeholder groups engaged in common interest areas



The Bonus Eventus platform and community is not intended to reinvent or replace existing efforts that support science-based public dialogue and policy development around food and agriculture issues. **Rather, it seeks to enhance current efforts and activities and fully respects and supports the independence and integrity of individual participants.**

The community is, in fact, a network of existing networks. Individuals and existing groups retain their control and privacy but benefit from the crosspollination of ideas and support with other members.

The individuals and groups invited to join the private BE platform maintain independence and control over private discussion groups and

related participation. Individuals within each group set their profile privacy settings and use of the BE platform's features and tools to their discretion.

To protect the integrity and trust of network participant collaborations, all content is hosted behind secure servers, and BE members are asked to respect defined rules for content sharing and confidentiality. At the same time, reference materials, published news and related content are expected to be used by participants as they see fit, with appropriate respect for any copyrights with their public audiences.

To request more information or access, simply e-mail info@bonuseventus.org, and we'll respond (typically the same day) or call USA Toll Free (877) 835-8362 ext. 2001.