

ROUNDUP

MONSANTO VS HEALTH ORGANIZATIONS

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WHO?

• MONSANTO

• FLEISHMAN-HILLARD

- CORPORATE EUROPE OBSERVATORY (Citizens Initiative Stop Glyphosate)
 - GREEN GROUP
 - ACTIVIST SCIENTISTS

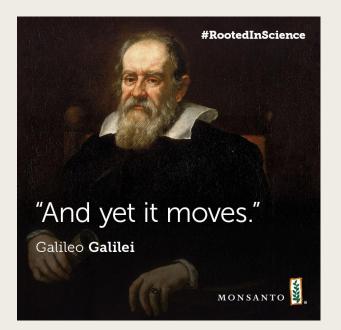
• IARC

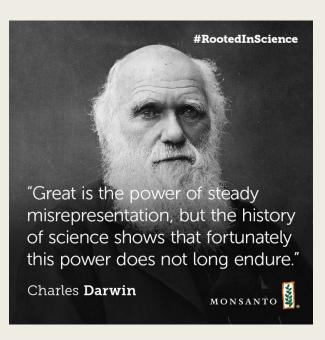
- WORLD HEALTH ORGANIZATION
- COALITION OF ORGANIZATIONS
 AGAINST THE USE OF PRODUCT



HOW MONSANTO DID IT?

- EU CONSULTANTS AND LAWYERS → FLEISHMAN-HILLARD
- CHAMBERS OF COMMERCE AND INDUSTRY → FARMERS
- MEDIA AND THINK TANKS → SCIENTIFIC ARTICLES SUPPORTING THAT THE PRODUCT WASN'T DANGEROUS AND NON RELATED TO CANCER
- INTERNATIONAL ORGANIZATIONS → EFSA, ECHA, GERMAN INSTITUTE FOR RISK ASSESSMENT, REGULATORY BODIES AROUND THE WORLD





HOW ANTI-GLYPHOSATE GROUP DID IT?

CONSUMER GROUPS

- EU CONSULTANTS AND LAWYERS \rightarrow PROFESSIONAL STUDIES
- INTERNATIONAL ORGANIZATIONS → Corporate Europe Observatory, Greenpeace, Pesticide Action Network, Health and Environment Alliance, WeMove.eu, Foodwatch, Ligue contre le cancer, Nature&Progrès Belgique, Global 2000, Safe Food Advocacy Group, compact!, Avaaz, GM Watch, Friends of the Earth, Umweltinstitut München.

MEDIA→

<u>https://www.theguardian.com/science/video/2015/jun/04/undercurrent</u> <u>-monsanto-roundup-pesticide-herbicide-who-carcinogenic-video</u>

HOW MUCH?

Monsanto

Corporate Europe Observatory

700.000€ -799.999€ 1.9 billion profits 2015

905.777 € \$100,000

RESULT

- The Roundup's sales are forbidden.
 - Farmers have 5 years to find another product.
- Monsanto has time to develop a new product.



QUESTIONS?