

**From:** Val Giddings <lvg@outlook.com>  
**Sent time:** 10/23/2014 12:01:07 PM  
**To:** Folta, Kevin M.; DRAKE, LISA M AG/1085 <lisa.m.drake@monsanto.com>  
**Subject:** RE: Colorado and Oregon labeling campaigns

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there's a lot of completely counter intuitive black art in polling. it's enough to drive a scientist around the twist.

Lisa -- I have not yet heard back from Prakash. I suspect he may be teaching this AM or something. If I have not heard back by midafternoon I will call him.

V

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**From:** kfolta@ufl.edu  
**To:** lisa.m.drake@monsanto.com; lvg@outlook.com  
**Subject:** RE: Colorado and Oregon labeling campaigns  
**Date:** Thu, 23 Oct 2014 15:47:00 +0000

Well that's why I'm a science goof and not a pollster.

I'm glad to sign on to whatever you like, or write whatever you like. I saw Seidler's videos and the are 100% scare based. I'd be happy to write the op-ed on making decisions on facts. When someone says, "Agent Orange" you know they are trying to fool you.

Kevin

**Kevin M. Folta**  
**Professor and Chairman**  
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*"Don't tell me what can't be done. Tell me what needs to be done, and let me do it." – Norman Borlaug.*

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**From:** DRAKE, LISA M [AG/1000] [lisa.m.drake@monsanto.com]  
**Sent:** Thursday, October 23, 2014 11:38 AM  
**To:** Folta, Kevin M.; Val Giddings  
**Subject:** RE: Colorado and Oregon labeling campaigns

Doesn't poll as well as credible third party scientists....I know hard to believe but I have seen the poll results myself, and that is why the campaigns work the way they do....

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**From:** Folta, Kevin M. [mailto:kfolta@ufl.edu]  
**Sent:** Thursday, October 23, 2014 9:14 AM  
**To:** Val Giddings; DRAKE, LISA M [AG/1000]  
**Subject:** RE: Colorado and Oregon labeling campaigns

Val is right, we can't fight emotion with lists of scientists. It needs a connection to farming mothers.