

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

WHY?

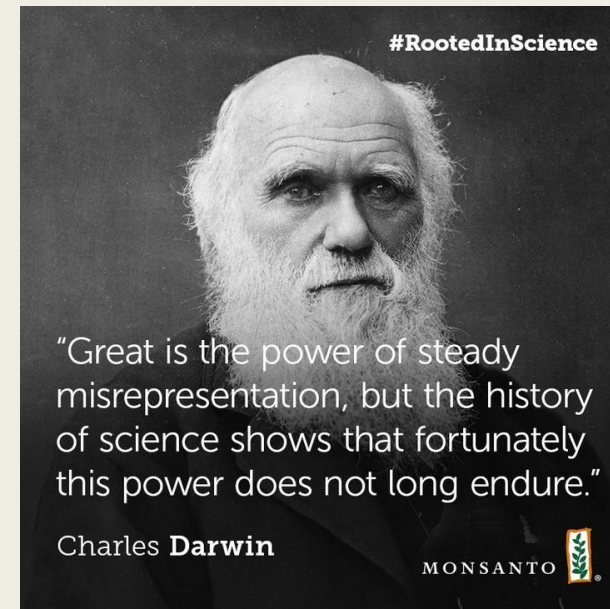
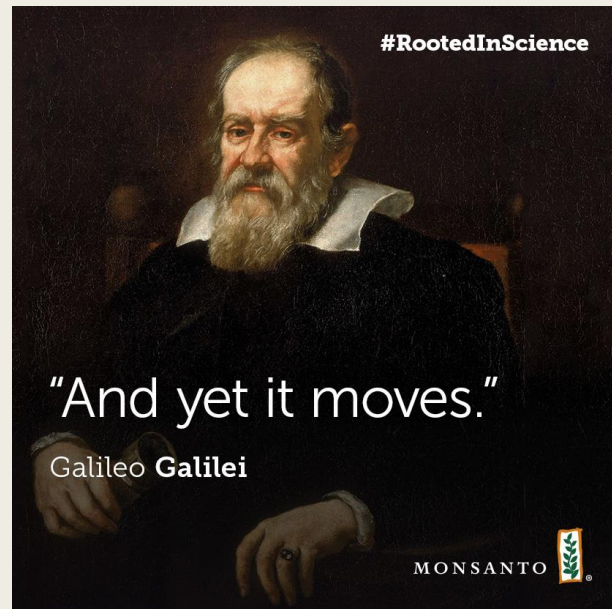


KEEP SELLING THE
PESTICIDE IN
EUROPE

STOP SALES BECAUSE
THE PRODUCT IS
DANGEROUS FOR
HEALTH

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

HOW MUCH?

Monsanto

700.000€ - 799.999€
1.9 billion profits
2015

Corporate Europe
Observatory

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?