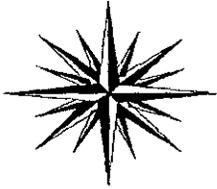


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BECKETT BROWN INTERNATIONAL, INC.

Strategic Intelligence and Business Information Services

**INTELLIGENCE ANALYSIS FOR DOW GLOBAL
TRENDS TRACKING TEAM:
Activists, Issues and Trends**

August 25, 1999

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The integral activist network throughout Louisiana stands as a model of success for established and developing national and international environmental groups. Activist networks throughout Europe have more influence on industry and government than groups in other parts of the world. This is due, in part, to more public recognition and concern for the issues. The environmental groups and activist networks of Europe are far more organized and respected and play a central part in defining government and industry environmental policies.

Environmentalists and activists follow erratic patterns of tracking and campaigning environmental concerns. Environmental concerns turn into campaigns when they become personal problems for citizens. Those persons that are the most vulnerable and exploitable will become the starting points for most environmental campaigns. This was most evident in the case of leaching phthalates from infant and children's toys. Though all scientific findings were still being disputed, Greenpeace and other organizations stigmatized the use of phthalates in children's products. The trend of these organizations is guilt before innocence.

Once an issue is established, each niche of that issue is then analyzed and assessed for public impact and success rate. Large environmental groups will recruit smaller, regional groups that track the same issues. Many times the larger and more influential groups can compliment the work of the smaller groups by bringing an issue to the national spotlight.

The fastest growing trend in the environmental movement is exposing and breaking the cycle of industry's power over government officials. It can be expected that activist and environmental organizations will try to sway voters by exposing possible money trails from industry to government officials. They will also make public all environmental issues and endorse the candidates that are 'environmental friendly' and condemn those running who seem to be driven by industry funding.

Note: In addition to the following information, please refer to BBI's Dioxin Assessment and Intelligence Analysis: Louisiana Activists and Industry Vulnerability, composed for Ketchum Communications.

DIOXIN

Dioxin will continue to be a worldwide environmental issue. In the last two years, recognition of the dioxin issue is estimated to have risen 30%. Environmental organizations are bringing the dioxin issue into the spotlight through health surveys of contaminated areas.

In the spring of 1999, the EPA and the ATSDR conducted a blood screening of 28 Lake Charles area residents. The tests revealed varying degrees of dioxin exposure, but more importantly, it made public tangible evidence of contamination in humans. With the success of this testing, national environmental groups are now applying for grants that will provide funds for research. It is important for the environmental groups to conduct their own testing as to avoid the possibility that groups such as the EPA and ATSDR may be influenced by industry.

Dioxin and other POP's are currently being studied for their effects on children's health. In Louisiana activists are encouraging doctors to examine the possibility that POP's cause learning disabilities and ADHD. Activists watch closely, the testing methods and results of all research

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that could be used to strengthen their case against industry. Currently, activists are awaiting results from tests that may reveal that large amounts of dioxin in the blood and breastmilk of new mothers may cause their children to have lower IQ's.

In addition to studies on breastmilk, there is a more public recognition of the possible health problems of women caused by dioxin exposure. Workshops and studies are being held by such groups as the National Endometriosis Association, the Communities for a Better Environment and the Toxics Link Coalition to help educate women on the possible side effects of environmental pollutants. MEAN is currently running a community education series for women of Mossville and surrounding areas.

Industry can expect trends in the anti-dioxin campaign where food contamination is the issue. The recent 'food scare' in Europe has strengthened the fight against POP contamination of food supplies. Around the world, dozens of countries acted within days to ban potentially contaminated meat and dairy products. Even countries with few consumer protection policies, such as the Philippines and Indonesia, embargoed and seized suspected tainted foods. Local Louisiana activists are working to expose dioxin exposure in poultry and fish supplies. This summer Greenpeace and local Louisiana activists posted signs in contaminated areas warning residents of the danger of eating fish from the waters of the Lake Charles area. The local fishermen are considering researching the viability of a lawsuit against industry for the contamination and degradation of the fishing areas. This could heavily impact the issue of waste removal and dumping into local water.

ENDOCRINE DISRUPTION

The issue of endocrine disruption has yet to permeate, at great levels, the activist world. It is, though, one of the fastest growing concerns among environmental organizations. The World Wildlife Fund and the Sierra Club have promoted the issue far more extensively than any other environmental organization. Theo Colborn, WWF's top research scientist, is the world's preeminent expert on this subject.

The complexity of endocrine disruption makes it the most difficult facet of the fight against toxic pollution. There are a vast number of chemicals and pesticides that can be characterized as endocrine disrupters. Even more staggering is the amount of scientific testing that has been done, and will continue to be done to prove the rate of exposure at which these chemicals cause harm. Dr. Ted Schettler, President of the Greater Boston Physician for Social Responsibility, has worked with local Louisiana groups and Greenpeace to educate them on the effects of ED. The ATSDR has received much criticism from Louisiana activists for its report on dioxin and its lack of recognition concerning the cognitive and hormonal damage caused by minimal dioxin exposure.

Health Care Without Harm has also played an influential role in the issue of ED and rate of exposure. Almost unknown in the mid-1990's, HCWH is now a well known and highly respected environmental health organization. They concentrate on the overall effects of dioxin and mercury exposure and their related effects as ED's. HCWH works with such groups as

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Physicians for Social Responsibility, the Institute for Agriculture and Trade Policy and the Center for Health and Environmental Justice.

Another highly recognized expert on ED is Dr. Frederick Vom Saal. Dr. Vom Saal has collaborated extensively with Theo Colborn and is often called upon to participate in press conferences to release activist studies on ED's. Vom Saal's primary research concerns Bisphenol A and the low-dose theory. His studies also suggest that even miniscule doses of some chemicals have negative effects on human health. If the low-dose theory is ever proven valid, it would bolster the activist belief in the precautionary principle. Dr. Vom Saal was invited by the Society of Toxicology to be a guest speaker at their panel on the low-dose theory. When Dr. Vom Saal failed to attend, it was speculated that he was unwilling to have his findings scrutinized by trained toxicologists.

RIGHT-TO-KNOW

The activist groups in Louisiana have developed strong working relationships with their representatives at the EPA, USGS, NOAA, and the LADEQ. The activist groups have held quarterly meetings with the EPA and industry. Additionally, many activists hold positions on community-industry relations panels, such as Conoco's Community Advisory Panel. Activists come well prepared for the meetings and have become skilled in recognizing any industry "greenwashing."

MEAN and CLEAN are both working to take a stand against the LEDQ for violating the President's Executive Order #12898. They are accusing the LEDQ of violating the Order by not working with the communities, but rather using the meetings to facilitate their own agendas. They criticize the LEDQ for not expanding on the findings of the ATSDR's dioxin exposure tests. Instead using the results of the 28 individuals as a representative of the total population of the Lake Charles area, they are instead examining the backgrounds of each individual. The local groups have educated themselves with their rights under the Freedom of Information Act. Under the FOIA, MEAN has requested all data, reports, lab analysis and communications regarding the dioxin tests.

Local activist groups and large environmental organizations have become educated in all aspects of the permitting processes and contamination investigations. Through their collaboration with EPA and USGS persons, CLEAN has been successful in obtaining and analyzing data about estuary and groundwater contamination. By researching and tracking the permitting process of PPG's incinerators, they were able to reveal that in 1996, PPG was forced to shut down one of their best incinerators due to high dioxin levels. They discovered that, for years, the incinerator was generating enough dioxin to validate their belief that PPG is the predominant source of dioxin pollution in the estuary and Mossville. Upon these findings, it was suggested that, in the hands of an empathetic attorney, this information could be the basis for an environmental justice lawsuit that could lead to the shutting down on all area incinerators. Additionally funds are being sought by local activists to set up a "flare cam" system with which they can monitor emissions from plants and factories.

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Other agencies used by environmental groups include the Toxic Release Inventory, the Environmental Working Groups Clearinghouse on Environmental Advocacy and Research and Mapcruzin.com.

As the local activists become more educated in recognizing the possibility of imminent hazards, they are becoming a very important facet of industry actions and policies. This, in addition to strong ties with prominent environmentalists and environmental organizations, will become the norm for all emerging environmental actions.

The environmental justice movement in Louisiana peaked with the battle against Shintech. Greenpeace, and the local environmental groups, were recognized by the EPA for their trend-setting work on this issue. The environmental justice movement in Louisiana brought to Lake Charles major political and religious figures including NEJAC, NAACP, the Congressional Black Caucus and various African American representatives and senators.

Greenpeace is now allied with MEAN solely on the basis that it is an African American group. GP has accused the CLEAN of being racist because CLEAN refuses to focus their funds and efforts solely on the plight of the poor black communities and the environmental justice issue.

GP has worked with local citizens in Louisiana to convince them that industry pollution is a direct violation of their civil rights, but only if they are black. GP sponsored MEAN Vice President, Haki Vincent to speak before the World Court and at the April meeting of the UN Human Rights Commission. Mr. Vincent, an African American, was coached by Damu Smith of Greenpeace to convey before the Court, the plight of the citizens of Mossville. Additionally, GP has invited another Mossville citizen, David Prince, to join them at the INC3 in Geneva this September. David Prince was one of the members of the Mossville community that was tested by the ATSDR and was found to have high levels of dioxin in his blood. It should be noted that Mr. Prince is not from the Lake Charles area, but moved there later in life. The money donated to GP and by GP for use in the Louisiana movement was slated only for African American communities and organizations. International Possibilities Unlimited and the Preamble Policy Center were the primary sponsors for any African American brought overseas by GP.

The environmental justice issue will continue to be the backbone of the anti-industry movement throughout the United States. The trend in the environmental justice movement will be in the development and usage of clean production. By finding and promoting alternatives, the areas that are effected by environmental pollution will win the war on environmental justice without having to fight racism. Because proving and fighting racism can be a never-ending battle, it is likely that the environmental justice movement will fall under the broader spectrum of environmentalism. Environmental injustices will be fought by the implementation of clean production and sustainable development.

Dow Global Trends Tracking 2
September 1999

Anti-GE Activism in the United States

In the last few months, the GE issue in the US has taken on a much higher level of critical debate. As of now, GP is the leading US environmental group on this issue. They are planning a staff increase of six and are forming an extensive network of volunteers. With the efforts of GP throughout Europe and Japan, GE products have been tainted worldwide as "Frankenfood". GP recognizes that the food industry in the US aggressively supports GE food and they plan to attack the industry before their pro-biotech campaigns are initiated.

Last month GP hosted a strategy session with 35 other GE activists and organizations. Together they have formed a coalition to collectively battle GE products called Genetic Engineering Action Network (GEAN).

The following is a synopsis of their campaign goals and targets as known by BBI at this time:

- They will establish an 8 member "interim" coordinating committee that would take the next 6 months to organize and plan for national action on four fronts:
 - Labeling
 - Safety Assessment
 - Liability
 - Anti-Trust/Corporate Consolidation

- Those involved:
 - Mark Ritchie, Institute for Ag and Trade Policy
 - Andrew Kimbrell and Joe Mendelson, International Center for Technology Assessment
 - Ronnie Cummins, Campaign for Food Safety
 - Wendy Wendlandt, US PIRG
 - Michael Hansen and Jean Halloran, Consumers Policy Institute
 - Michael Sligh, Rural Advancement Foundation International
 - Margaret Mellon and Jane Rissler, Union of Concerned Scientists
 - Rebecca Goldberg, Environmental Defense Fund
 - Bill Christison, National Family Farm Coalition
 - Peter Rosset, Institute for Food and Development Policy (Food First!)
 - Mark Lappe, Center for Ethics and Toxics
 - Betsy Lydon, Mothers & Others
 - Laura Ticiatti, Mothers for Natural Law
 - Chad Dobson, Consumers Choice Council
 - Craig Winters, The Campaign to Label GE Foods

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- Jeff Wise, National Environmental Trust
 - Larry Bohlen, Friends of the Earth
 - Sierra Club
 - Ellen Hickey, Pesticide Action Network
 - Brian Halweil, World Watch
 - Mary Teitel, Council for Responsible Genetics
- They are also hoping to recruit various scientists, doctors and religious/corporate responsibility organizations

*There has not been a public announcement of the formation of GEAN. This is confidential information. Goals, strategies, and platforms are now being developed under the guidance of Charles Margulis. The people listed above are the foremost anti-GE activists in the US. The only other person of significance that is not included, for reasons unknown, is Jeremy Rifkin.

*Actions are being planned by GP and other activist groups for the WTO meeting in Seattle in November. No details yet.

Louisiana

- John Stansbury of the Altman Foundation and the Kapor Foundation spent a week in Lake Charles. He met with members of all activist groups. His visit is very significant as he can play a substantial role in funding and group relations. Two of his goals include mending the relationship between MEAN and CLEAN and stopping racist accusations.
- CLEAN, RESTORE and Harold Schoeffler of the the Sierra Club will be meeting on October 12th to discuss the formation of a Louisiana coalition.
- CLEAN interested in forming an alliance with local schools to counteract "propaganda" that industry may be introducing into schools.
- CLEAN is preparing to stop the permitting process of Dynergy. They are holding a public meeting on the 7th of October at the Vincent Settlement School to discuss the permits.

Beckett Brown International, Inc.
Weekly Update 3
October 15, 1999

BIOTECHNOLOGY

NGOs/Advocacy

- A growing trend of anti-GE activists is to stop the formation of monopolies. They are building strategies to stop or dissolve any monopolies via anti-trust laws.

Genetic Engineering Action Network -- Anti GE Plan, continued

- They are in the process of developing a "declaration"
- As of now they have not developed a corporate food-industry strategy -- but will remain a component of campaign

Labeling and Safety Assessment

- The efforts on labeling will continue to follow the lawsuit by the CTA (**Center for Technology Assessment**), calling for FDA to require pre-market testing and labeling. **GEAN wants to fight for testing and labeling, while most anti-GE activists are advocating labeling only.**
- Concerned about inadequate labeling that would lead to the public being misled about the issue. **Fighting both issues is imperative for GEAN so that they can avoid an industry induced labeling effort which can lead to the public perception that the issue is won.**
- Long term goal is the ban on the cultivation of GE crops in the US.
- Short term goal is to stop approvals of new GE crops, implement mandatory segregation and labeling and mandatory pre-market assessment of the threat to the environment and human health

Liability

- Will be covered by Andrew Kimbell and Joe Mendelson who have been planning legal action on the liability issue as part of their FDA and EPA lawsuits
- Use liability issue as wedge between biotech companies and farmers. **They wish to win the support of farmers by educating them about the possibility of being caught in a lawsuit for the damage to the environment caused by gene flow. Organic farmers are concerned about not "attacking" fellow farmers, but are concerned that their crops will be contaminated.**

Anti-Trust/Corporate Consolidation

- Open the public up to the difference between what kind of food system they want and what kind they are getting
- Put staff person on farm outreach **that can be directly involved with the needs of farmers and create an environmental-farm connection. No decisions have been made on who is to be appointed.**

Political Opportunities

- EPA decision on Bt crops and/or legal decision on the CTA lawsuit. **They believe that the EPA may add some requirements or strengthen existing rules on Bt crops, but will not create a meaningful regulatory structure.**
- WTO meeting in Seattle in November...coastal Seattle has several grain export sites
- Presidential Election. GE is a powerful election issue, especially targeting mothers

GE Crops in the US

- Hope to try to bring attention to Dr. Charles Benbrook's study that Bt/GE soy crops yield less, cost more and entail more chemical use than conventional... want to get the word out on this to farmers before the end of the year
- Action on Bt crops is important by next year... EPA need to let seed companies know, by the end of the year, what they can grow or seed stock before their registrations expire.

Pro-Biotech Organizations: Possible targets

- Grocery Manufacturers of America: represent big food companies and biotech firms. They are planning a year-long pro-GE campaign
- International Food Information Council
- Food Marketing Institute: industry front group
- Monsanto: Main target throughout Europe. Not well known in US.
- DuPont: They are waiting for Monsanto to self-destruct. They will be tougher to fight b/c they are developing products with benefits (cholesterol lowering oil plants, vitamin rich crops, etc.) They will, though, advocate labeling to advertise health benefits.
- Dow: Watching closely the development of new products... Tie into the Toxics campaign.
- Novartis: Gerber link makes them good US target.
- Grain Exporters/Processors: Cargill, Archer Daniels Midland, AE Stanley, Con Agra. Watching, closely, their links with biotech companies... ADM and Stanley renounce certain Bt corn that is not approved in Europe.
- Biotechnology Industry Organization

Other Industry Organizations: American Crop Protection Association, National Corn Growers Ass., National Cotton Council and American Soybean Association. Can be weakened by consumer pressure.

CAMPAIGN IDEAS

Long Term: A ban on the cultivation of GE crops in the US
 Short Term: Mandatory segregation of GE crops
 Mandatory long-term pre-market safety testing of GE crops
 Mandatory and strong labeling of rules.

GP to increase staff by 6.

CORPORATE RESPONSIBILITY

NGOs/Advocacy

- NETAID: Industry, government and musicians working together to eradicate poverty. Mossville, Louisiana was the only US town to be featured. Once again, Mossville is brought into the world spotlight with MEAN at the forefront blaming industry for the problems in poor, industrial areas.
- Local Louisiana activists are working together to publish a Legislative Report Card grading the environmental and health efforts made by state and local government.
- 60 Minutes is doing an investigative report on how Rule 20 has affected local activist groups and the poor from receiving pro bono legal assistance. The activist groups want to make the most of this opportunity to fight the Dynegy permitting process. MEAN and CLEAN are planning an experiment in which they will call upon the Tulane Law Clinic for legal assistance to halt the permitting process. Together the activist groups, the Tulane Law Clinic and 60 Minutes will track the progression of how Rule 20 can have an adverse affect on the work of the activists. Additionally, there is a statewide effort to derail the PPG incinerator permit.

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- The Lake Charles area activists are working with Dr. Peter Orris to investigate the high levels of ADD and ADHD in Calcasieu Parish. Dr. Orris is head of the Cook County Hospital Division of Occupational Medicine and is an environmental health advocate with connections to Health Care Without Harm and Greenpeace. This effort is an extension of the ATSDR report on dioxin levels in the Calcasieu area. The local activists are preparing to take the results before the school boards to encourage them to take a stand against industry.
 - Local activists recognize the efforts of industry, the Chamber, and elected officials to actively derail the EPA's efforts in Calcasieu. Not known to industry or the Chamber is that the local Calcasieu Parish government does not want the either to take a leadership position in the clean-up effort.

Beckett Brown International, Inc.
Weekly Update 3
October 15, 1999

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Beckett Brown International, Inc.
Weekly Update 4
November 5, 1999

DIOXIN AND/OR CORPORATE RESPONSIBILITY

The following information can be categorized by both headings

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

Louisiana

In a letter drafted by Dr. Peter Orris to his colleagues at ATSDR, Drs. Pharagood-Wade, Carter and Lichtveld, Orris outlined some of the recommendations and conclusions from his work in Mossville on dioxin exposure.

- Establish regular monitoring of chemical releases from plants. He recommends that this should primarily be the responsibility of the producers. Due to the lack of rapid compliance by the chemical manufacturers, Dr. Orris suggests that the government needs to also undertake this project, with the help of the community, to assure accuracy.
- Additional and more comprehensive testing needs to be done throughout Louisiana to identify the health effects not just exposure. Dr. Orris states that such testing should be used to assure adequate health care for all potential conditions caused by exposure. Dr. Orris hopes that a presumption of causative effects would prompt the manufacturing companies to provide health in to residents.
- Dr. Orris recommends that several epidemiologic studies should also be performed to identify community-wide health effects of exposure. He proposes that, in conjunction with the Louisiana Tumor Registry at Louisiana State University Medical Center, a detailed review of cancer data should be evaluated based on census tract or zip code basis.
- Dr. Orris also recommends that a review of school records and educational testing be performed to uncover possible neurotic effects that can accurately identify learning disabilities caused by exposure.

Beckett Brown International, Inc.
Weekly Update
November 12, 1999

BIOTECHNOLOGY

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

- GP is promoting, and will be attending, the November 18th public meeting being held by the FDA to discuss GMO's. The meeting will be held at One Prudential Plaza, 130 East Randolph Street, 40th Floor from 9 a.m. to 6 p.m. They are developing testimony which they hope to give at the last meeting of the day, giving them a chance to address any discussions from earlier that day.
 - They are planning on recruiting people for public comment and connecting with allies such as IATP, PAN, Food First!, and Mothers & Others.
 - GP may plan a publicity stunt that will attract the attention of the media giving them free publicity.
 - They are hoping to expose the fact that because the FDA allows GMO's on the market, industry is hiding behind the Agency while hypocritically assuring consumers that they will stop using GE products.
 - Charles Margulis, GP GE Campaign Director, is working with local chefs to coordinate a "True Foods" tour. The tour will encompass visits to local restaurant to speak with the chefs about GMO foods, visits to supermarkets and whole foods store to talk to proprietors and customers, and to host a celebratory dinner.

DIOXIN

NGOs/Advocacy

Louisiana

- EPA is planning to meet with CLEAN, MEAN, RESTORE, CBE, and GP to discuss 12 possible new air monitoring stations based upon wind rose information and where they believe the main sources of pollution to be
- Local activist groups in the Lake Charles/Norco area have presented a report to the EPA that outlines the findings of the Bucket Brigade effort. These findings will be used as a basis for an environmental justice lawsuit against Shell/Motiva requesting that the companies pay for the community to be relocated.

Beckett Brown International, Inc.
Weekly Update
December 10, 1999

The following information was supplied by confidential sources and should be used with great discretion.

GREENPEACE

The resignation of the GP Board of Directors should have little or no effect on the campaign goals of the GP US staff. The resignation came about due to irreconcilable differences concerning the Voting Membership and the influence of GP International. The executive body of GP US does not feel that the resignation of the Board members will hurt the campaigns.

In the last two years, GP US has been under the guidance of GP International. Under GPI's guidance, GP US has been encourage to steer away from their grassroots ancestry and take on a more corporate image. This has caused a great deal of internal discord with most of the long-time employees; many of whom have left the organization. Despite the internal problems, GP US membership exceeds 300,000 and they claim to be "on target" for donations, yet they fear that the NYT article may hurt them financially.

GENETIC ENGINEERING

NGOs/Advocacy

- Most activist groups feel that their Anti-GMO message was successfully delivered during the WTO Ministerial.
- GP is tentatively planning another "action" against Kellogg's on December 13th. They want to encourage people to return boxes of Kellogg's cereal to their local grocers and asking the merchants to tell Kellogg's that the customers refuse to eat GMO foods.

Beckett Brown International, Inc.
Weekly Update
January 13, 2000

The following information was supplied by confidential sources and should be used with great discretion.

GENETIC ENGINEERING

NGOs/Advocacy

- Greenpeace has been sending out confidential questionnaires to agricultural, food and biotech companies. The following are some of the questions:
 - Do you use genetically modified ingredients or products derived from GE organisms in your products? If yes, which ones? If no, what steps have you taken to insure that you are not using GMOs?
 - Does your company support the consumer's right to know if foods are GMO or contain genetically modified ingredients?
 - Do you currently inform your customers whether you use GMO ingredients or products derived from GMO organisms in your product?
 - Does your company support keeping GMO crops separate from natural crops through all stages of production, transport, handling and process?
 - Is your company interested in finding sources for ingredients that are NOT produced with genetic engineering?
 - Would you like more information from Greenpeace on sources for non-GMO ingredients, labeling, or other issues related to biotechnology?
- GP will use the results of this survey to publish a report on which companies are working in the best interest of the environment and their customers.

Beckett Brown International, Inc.

Weekly Update

February 17, 2000

BIOTECHNOLOGY

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

GPUS is in the process of finalizing their 2000 GE campaign. They are focusing their efforts on three main projects and staff changes. Two of the projects are discussed below.

- The "GMO Contamination Alert" project is being lead by Beverly Thorpe. The overall aim of the project is to prevent further irreversible releases of GMO's into the environment.
 - Objectives:
 - 1) To expose the lack of EPA regulation on GMO's that are currently in the environment.
 - 2) Stigmatize GMO's and GMO producers as junk science.
 - 3) Gain specific and national endorsement of anti-GMO activity.
 - GPUS recognizes that the scientific argument in the US is used in defense of GMO's. GP will try to associate all valid scientific evidence with the campaign but will avoid a debate based solely of scientific pros and cons.
 - GP will try to counter the "all is well so far" mentality of the science. They will seek out and expose any cases similar to that of the monarch butterfly.
 - Tasks:
 - 1) Further development of the rhizobia story. They aim to expose bacterial contamination into the environment by releasing a report on the commercialization of rhizobia. GP will be sampling for environmental release and is planning a direct action against the plant that will coincide with any contamination findings. BBI is investigating what the "direct action" may be.
 - 2) GP will attack the EPA for any weak government regulations.
 - 3) Follow-up on the Bt lawsuit with an FOIA request for any exchange between the FDA and industry on Bt crop re-registration. They will "scandalize" any Agency dealings if it is revealed they have reassured the industry that they will be re-registered. GP will make plans to be prepared for action if or when Bt crops are re-registered.
- The "GMO Free True Harvest" project is being also being lead by Beverly Thorpe. The overall aim of this project is to create a reversal of the US farmer support of GMO products and to create a political and financial endorsement of sustainable agriculture and family farms.
 - Objectives:
 - 1) Create dual commodity trading for GMO and non-GMO crops.
 - 2) Connect non-GMO farmers with industries seeking non-GMO products.
 - 3) Create extensive rejection of purchase and planting of GMO seeds by agricultural sector.
 - GP wants to portray the farmer as the victim of the biotech industry rather than the opponent.
 - This project is required to strategically bring the negative effects of GMO's on US farmers.
 - Connect GMO-free producers with consumers to create a belief that GMO's are dead. GP hopes that this will generate some success stories for farmers.
 - Tasks:
 - 1) Build and maintain a regular news service of GMO facts for farmers. The service will provide information on the economic realities, success stories, anti-corporate facts and trends, and market development.
 - 2) They will initially focus on the trading and pricing of soy and corn by linking the increasing demand for GMO-free sources and the premiums being offered for non-GMO harvests.
 - 3) Work with the organic farming community on the issue of BT and GMO contamination.

Beckett Brown International, Inc.

Weekly Update
February 24, 2000

BIOTECHNOLOGY

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

- The third project for GP is the "True Food's" project and is being lead by Charles Margulis. The goal of the project is to build consumer resistance to GMO products. GP hopes that anti-GMO sentiment will force companies to go GE-free and will increase the market for organic products.
 - This project will focus on the public's "right to know". They will try to mirror the progress of the EU campaign. They will try to convince consumers that industry is practicing a "double standard" with US consumers. In other words, industry will go GE-free for European consumers, but not for US.
 - They will try to counteract industry's claim that the EU position is "hysteria". GP will target readily recognized food producers and retailers that will hopefully cause a domino effect among all GMO users and producers.
 - TASKS:
 - Industry Confrontation: GP's first target was Kellogg. A direct action hit and public campaign against Kellogg helped GP gain some US consumer recognition. **Executive Director, Kristen Engberg has recently contacted Carlos Guitierrez, President of Kellogg, inviting him to meet with GP campaigners for an informal discussion on the GE issue. In her letter, Engberg apologizes for putting Kellogg in an uncomfortable position with its investors and customers.** It is very common for GP to try to create alliances with their targets in order for them to gain recognition as corporate players.
 - Public Engagement: GP will form a consumer activist network in 2000. The network will first be established in California and will slowly move east. Members of the network will go through training that will compliment GP actions and the GP agenda. BBI will provide more information on this as it evolves.
 - Endorsements: GP will solicit the participation of those who are affected by GMO use. Chefs and restaurants will be the main target. They are also hoping for some celebrity endorsements.

BIOTECHNOLOGY

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

- Consumer Activist Network

Overview

- The GP CAN will be based out of the San Francisco office with a 3 person staff.
- The first few months of the campaign will focus on outreach in CA, especially the Bay area.
- GP chose CA based on a demographic study revealing CA to have the most GP supporters as well as the highest level of consumer concern regarding food and health issues.
- They will work with the Share West group.

Goals

- To build a network of consumers and educate them against GMO's
- Build GP membership but not limit Network involvement to just GP members.

Strategy

- Network will develop street-level consumer campaigns in local supermarkets and against certain companies that will support the national GP goals.
 - Build student activist groups, neighborhood/mother associations that will be trained in different types of involvement.
 - The Network will have it's own website. The website will allow internet activism, updates on what other groups and countries are doing, contact with experienced campaigners, etc...
 - Staff members will conduct training and supply resources for members.
 - One of the staff members will be a consumer campaigner with the ability to research and track market trends, develop shareholder strategies, and have political organization skills.
- GP's new staff scientist for the GMO campaign is Dr. Doreen Stabinsky. She will start in April. She is currently working in the Philippines as a Fulbright Scholar on the issue of NGO resistance to GMO rice. She has 15 years of experience in this field and is rumored to be well respected in the scientific community.

MISCELLANEOUS GP INFORMATION

- Two new members were elected to the GP Board of Directors: John Willis and Peggy Burks.
 - John served as Board Chair for GP Canada is serving as temporary Board Chair for GP US. Additionally he is a former GP campaigner for Japan, International, and Canada.
 - Peggy is the former Executive Director of the San Francisco Zoological Society and has worked with many advocacy groups in the Bay area.
- GP's main focus in the first half of 2000 is to build its membership base and raise funds via an expanded direct marketing campaign. The campaign will involve numerous mailings, meetings with high-level donors, and recruiting corporate and celebrity donors. GP recognizes that fundraising during an election year will be very difficult if not fruitless. GP plans to gross \$23 million and net over \$10 million.

BIOTECHNOLOGY

The following information was supplied by confidential sources and should be used with great discretion.

NGOs/Advocacy

Rhizobia

- GP wants to conduct testing for rhizobia in sewage sludge around plants that contain GMO seeds. The initial sampling and lab work budget is 10K USD.
 - GP knows that even if the tests show the bacteria present, the EPA will say that it is safe because the bacteria dies in water. GP wants to avoid a scientific debate on the issue because the public is not interested in scientific debates.

DIOXIN

NGOs/Advocacy

Year 2000 Plans

- GP wants to continue their work in Louisiana linking their PVC-Product Testing campaign with the Hot Spots campaign in La.

Product Testing Campaign

- Complete product testing on VDC's, phthalates, PVC and their effects dermally and orally. GP hopes to establish worldwide testing sites. Potential products include:
 - Baby related products: mattress covers, diaper covers, sleep mats, car seats
 - Home furnishings: flooring, wall coverings, shower curtains, window frames
 - Children's products: toys, inflatable rafts, etc.
- Create a chain of custody link to Louisiana VCM
- Establish direct communication with target companies that will spur negotiations, consumer actions, media, and government action.
- They will rely on coordination with the EU Political Unit on PVC issues
- The budget is to be determined.

POP Project

- Project leader is Rick Hind.

Objectives

- Mobilize and highlight the plight of persons contaminated by POP sources around the world.
- Ensure that dioxin remains central to the international political debate over POP's.
- They will release the GP video "Drumbeat for Mother Earth" at the INC IV (March 20-25, Bonn) that depicts the effects of POP's on Indigenous people.
- Achieve a tangible change in Louisiana policy regarding dioxin and PVC.
- Increase the visibility and prominence of Louisiana citizens in the international process. They want to highlight the acute and direct impact of dioxin on those who live near production facilities and to stress that although the La. citizens may benefit economically, they still want to abolish PVC production.

Strategy

- Marketing and outreach of video to increase participation of indigenous persons.
- Market to: Key Native American leaders and NA media
- Link with Hot Spots project for INC V in 4th quarter of 2000.

Beckett Brown International, Inc.

Weekly Update

March 16, 2000

The following information was supplied by confidential sources and should be used with great discretion.

DIOXIN

NGOs/Advocacy

Product's Testing Campaign, cont.

- GP's PVC products project is called "A Child's World" is being lead by Dr. Joe DiGangi.
- Goal:
 - Identify and expose dangerous additives in soft PVC products which children use.
 - PVC phase-out from target companies
 - Make PVC phase-out an objective of INC5 and the POP Treaty
 - Make the link between children and the Hot Spot work in Louisiana

Louisiana Hot Spot Project

- This project is being lead by Damu Smith.
- Goals
 - Expose and halt the illegal and destructive operations in Lake Charles.
 - Force the Governor to take meaningful action against the PVC industry.
 - Tie together the Product's Testing/Children's project, the POP project and Hot Spot project findings to make a case against the US at INC5
- Objectives
 - Use direct actions to expose the PVC's role in environmental and human health tragedies.
 - Focus on dioxin to create a "dioxin crisis" in the US. Compel the Governor to meet GP demands regarding cleanup of contaminated areas and those made ill by dioxin.
 - Create a direct link for the public exposing PVC production in Lake Charles to the harmful effects of PVC/Dioxin worldwide. GP will create a chain of custody link to demonstrate that the toxic chemicals found in PVC products throughout the world were produced in La. Through this they hope to establish contractual relationships. GP will try to engage the help of activists in the field of environmental justice, those working on PVC markets and activists in South Africa where INC5 will be held.
 - GP recognizes that in order for them to be successful, the actions in La must result in some political and public policy changes.
- Tasks
 - Research and choose targets. The research is to include financial and political connections.
 - Research legal basis for actions, e.g. violations of environmental laws, labor, OSHA, zoning.
 - Set-up of scientific base in La.
 - Budget is TBD.

MISCELLANEOUS INFORMATION

- BBI is developing information about a GP Board of Directors meeting at the end of March. Last November all but two or three members of the GP BOD resigned. The new BOD members will meet to discuss and finalize Year 2000 campaigns, Voting Membership, and other changes in GP US.

Beckett Brown International, Inc.

Weekly Update

March 23, 2000

The following information was supplied by confidential sources and should be used with great discretion.

BIOTECHNOLOGY

NGOs/Advocacy

Job Descriptions

Farm Campaigner

- Travel and address farm gatherings and meetings to educate farmers to speak out against GMO's and their producers.
- Work on issues such as outbreeding and contamination.
- Establish GE free zones

Agricultural Information specialist

- GP has hired Edward Hammond
- Hammond will develop and promote an "alternative" agbiotech news service
- It will be web-based and will also be offered in print for those farmers not online
- The site will be co-sponsored by farmers federations such as the National Family Farm Coalition

Beckett Brown International, Inc.

Weekly Update

March 30, 2000

The following information was supplied by confidential sources and should be used with great discretion.

BIOTECHNOLOGY

NGOs/Advocacy

Campaign Budgets

- GMO Contamination Alert - \$30,000

- True Harvest Project - \$95,000
 - Full-time agricultural specialist \$43K
 - Full-time farm campaigner \$33K
 - Administrative costs \$19K

- True Food Project - \$150,000 – 180,000
 - 5 new salaries \$95K
 - Actions, materials, advertising, etc. \$70K+/-

Miscellaneous

- Executive Director, Kristen Engberg, resigned on March 24th. Her final day as ED is March 31, 2000.
- The reason for her resignation is yet unknown.
- No speculation has been made for a replacement.

Beckett Brown International, Inc.

Weekly Update

May 11, 2000

The following information was supplied by confidential sources and should be used with great discretion.

BIOTECHNOLOGY

NGOs/Advocacy

- Ed Hammond, the editor of Cropchoice.com, is being paid \$54K by GP to run the True Harvest Project. In addition to Mr. Hammond, GP will hire a farm campaigner for \$28K.
- Although, not stated in the Cropchoice.com introductory expense account, it can be assumed that the \$10K that GP has slated for "web design" for the True Harvest project is the same web page that is being promoted as a group effort by other environmental organizations.
- Additionally, other funds slated for the True Harvest Project are \$8K for travel database costs and \$4K for mailings.

Beckett Brown International, Inc.

Weekly Update

May 18, 2000

The following information was supplied by confidential sources and should be used with great discretion.

BIOTECHNOLOGY

NGOs/Advocacy

- Additional break-down of GP GE campaign expenses:

Coordinator: Beverly Thorpe	70,000
Travel expenses:	20,000
Assistant	12,000
Contamination Alert scientist:	30,000
True Food Campaign	
Charles Margulis	42,000
Consumer campaigner	30,000
Assistant	15,000
Consumer network coordinator	30,000
Network Trainer	30,000
Travel	10,000
Web design	75,000
Cyber campaigner	30,000
Actions	50,000
Misc.	60,000
TOTAL	504,000
True Harvest Project	104,000
TOTAL	608,000

- There has been no reaction from GP yet concerning the leaked EPA report on dioxin.

Beckett Brown International, Inc.

Weekly Update

June 12, 2000

The following information was supplied by confidential sources and should be used with great discretion.

DIOXIN

NGOs/Advocacy

- GP and Physicians for Social Responsibility hosted, from the UK, Dr. Peter Hinchcliffe, Head of Chemicals and Biotechnology Division for the Department of the Environment, Transport and the Regions.
- During the 2-day meeting they were to meet with POP and GMO specialists including Jim Aidala of the EPA to discuss the main areas of difference between the US and EU. Dr. Hinchcliffe was here to study the US positions on precaution and elimination and to gauge the level of interest on both issues in the Administration, Congress and public.
- GP is anxiously awaiting the release of the final draft of the EPA report on dioxin. They have been deconstructing the draft document so that they will be prepared to contest any findings with which they don't agree.
- They are also finishing their report on dioxin that they will release at the next INC meeting.
- The GP report will focus on "Aim of Elimination" that will refute industry's efforts to end-of-pipe filters that will merely contain POP's and/or any effort by industry to establish the term "where feasible" in any POP proposal. By this, GP means finds it necessary to banish the term "where feasible" because they want to establish that there are alternatives so therefore it is always feasible to eliminate POP's.
- GP is preparing the budget for the dioxin campaign and actions in Louisiana this fall.

S2i Corporation
Weekly Update
June 16, 2000

The following information was supplied by confidential sources and should be used with great discretion.

DIOXIN

NGOs/Advocacy

ξ	Louisiana Actions Budget Estimates	
ξ	POP Project now through November	
ξ	Scouting for actions	3000
ξ	Legal review for enforcement of envr. laws	5000
ξ	Compliance evaluation of Lk. Charles plants	5000
ξ	Chain of Custody Report	10000
	Activities	
ξ	Travel	3000
ξ	Accomodations/Per Diem – 10 people	5740
ξ	Action equipment/Bus	2000
ξ	Enforcement Report	5000
ξ	Press and media packets	2000
ξ	Legal Fees	10000
ξ	Community Training	800
ξ	Video/Photographer	1500
ξ	Telecommunications	10000
	Total	63040
ξ	PVC Markets and Testing Project	
ξ	Travel	2000
ξ	Accomodations/Per Diem	1500
ξ	Press Briefing	1500
ξ	Publications and media packets	4000
ξ	Product Alternatives Research	3000
ξ	Miscellaneous	11500
ξ	Telecommunications	12000
	Total	35500
	TOTAL	98540

Update for Tom Donnelly

- The GP US Toxic campaign in 1999 will concentrate on:
- POP's treaty and IPEN development (a grassroots organization supporting the POP process). This will concern businesses processing chlorine and any air-borne pollutants. This campaign will include a balloon launch in 1999 that will demonstrate the effects of air-borne pollutants.
- Shintech: (Japanese co. that wants to expand in the US, etc..) a major POP "hotspot"- I think GP will continue to make Shintech a scapegoat and will pursue them until all US development is halted. GP received great publicity for their victory against Shintech and wants to remain in the spotlight for this issue.

Employee backgrounds:

- Kristen Engberg: Executive Director - First joined GP in 1996 as National Offices Director, GPI. She has held senior management positions with various national and international non- govt. offices, including The Albert Einstein Institute, Public Foundation, and Boston Film Foundation. She has a background in sustainable development, women's health and human rights.
- Julie Crudele: Development Director – Former fundraising manager for the Americas with GPI. She was also the VP of Communications and Development for University Circle Incorporated.
- Adlai Amor: Communications Director – A Filipino national. He was formerly the Dir. of Training and Technology at the International Center for Journalists in WDC. Prior to that he headed the Conservation News Service at the World Wide Fund for Nature in Switzerland.
- Ellen McPeake: Finance Director – Formerly with the Center for Public Integrity in WDC.
- Thomas Wetterer: Staff Attorney - No personal background information.
- Mike Harold: Campaigns Director – No personal background information.

Board of Directors: 25K stipend.

- Dr. Michael McCally: Chair. Public Health Physician, Professor and Vice Chairman of the Department of Community and Preventative Medicine at Mt. Sinai School of Medicine. Involved with the solicitation of funds from foundations, such as, Alton Jones, PEW, Turner and Public Welfare.
- Jo Dufay: Executive Director of the Canadian National Women's Organization. Former Chair of the GP Canada BOD.
- Ben Cohen: Long-time member of BOD. B&J now working with GP to promote chlorine-free packaging.
- David Rappaport: Former Director of the Vermont PIRG and former GP employee.
- Julia Levin: New to BOD. Works for the Institute for Global Communications.
- Elizabeth Gans: New to BOD. Works for Desktop Assistance in Helena, MT, a computer networking company for the NW environmental movement.

The International POP's Elimination Network (IPEN)... This is the group which in GP feels that they can be a very vital part. They are developing an overlapping system of outreach work groups in the POP process from which they can build a dioxin work group.

The International POPs Elimination Network is a global network of public interest non-governmental organizations united in support of a common POPs Elimination Platform. The mission of IPEN, achieved through its participating organizations, is to work for the global elimination of persistent organic pollutants, on an expedited yet socially equitable basis.

Since its inception early in 1998, IPEN has:

1. **Developed a POP's elimination platform statement**, which summarizes some of the key findings about POPs' effects on the environment and human health and outlines the core principles that should be embodied in a global POPs agreement.
2. **Gained the participation of non-governmental organizations on six continents through their endorsement of the IPEN platform.** IPEN continues to grow, and expects to gain the endorsement and participation of hundreds of NGOs around the world in the coming months.
3. **Convened NGOs, activists, and scientists for conferences that coincided with the first two POPs treaty negotiating sessions.** IPEN was formally launched with a public forum at the first session of the **Intergovernmental Negotiating Committee (INC)** in Montreal in June 1998. In January 1999, the network brought together representatives from around Africa for INC2 in Nairobi, Kenya.

4. **Established an organizational structure consisting of a provisional Steering Committee, Secretariat, and two Co-Chairs.** IPEN's Northern Co-Chair, Sharyle Patton, represents the NGO Commonweal based in Bolinas, California. The Southern Co-Chair, Dr. Romeo Quijano, is a medical doctor and a representative of the Pesticide Action Network in Manila, The Philippines. Any representative of an IPEN participating organization is welcome to join the provisional Steering Committee, which is seeking additional representatives, especially from NGOs outside of North America. In addition, a Northern Co-Chair has been selected, and a Southern Co-Chair (or perhaps even a set of continental co-chairs) is being sought.
5. **Begun seeking Regional Focal Points in Africa, Latin America, Asia-Pacific, Eastern and Western Europe.** Regional Focal Points will help coordinate and communicate with IPEN participating organizations in their geographic regions, and report to the Network on the regions' needs, activities, and perspectives.
6. **Launched Working Groups on a number of specific issues.** IPEN participating organizations have started Working Groups on: Dioxins and PCBs; DDT; NGO Outreach; Women's Issues; Health Professionals Outreach; and Legal Issues. Additional help is needed for these work groups as well as others that might be established, including groups on POPs Criteria, Treaty Implementation, and Sample National Legislation.

IPEN is comprised of public interest non-governmental organizations who support a common platform for the global elimination of POPs. The Participating Organizations (POs) of IPEN are those NGOs which have endorsed the POPs Elimination Platform. Because the network is primarily engaged in facilitating information exchange and in supporting activities of its constituents, and because the purpose of the network does not include developing network-wide-policy statements, strategies, or action plans, a formal decision-making process for the network can be simple, flexible, and largely administrative in nature.

Steering Committee: IPEN has established a provisional Steering Committee. Any representative of an IPEN participating organization is welcome to join the Steering Committee; however, membership involves a significant commitment. At a minimum, Steering Committee members must:

- 1) Represent a non-governmental organization (NGO) that has (a) endorsed the IPEN POPs Elimination Platform, and (b) committed personnel and/or resources toward advancing the mission embodied in this platform;
 - 2) Have both the commitment and the capacity to participate regularly in Steering Committee activities, including regular meeting attendance and preparation; and
 - 3) Have concern with IPEN as a whole and be willing to take on some tasks on behalf of the IPEN global effort.
- The Steering Committee meets regularly by conference call, and does as much work as possible by email. It acts as a forum for identifying issues, formulating proposals for longer term structure and operating methods, and suggestions for working groups. The Steering Committee makes recommendations to be affirmed or acted upon by the full network through conference calls or by email.

Co-Chairs: IPEN is currently headed by a Northern and Southern Co-Chair, although in the future the possibility may emerge for Co-Chairs to be identified and confirmed from the major regions of the globe.

Secretariat: Physicians for Social Responsibility (USA) serves as IPEN's Secretariat. As Secretariat, PSR serves on the provisional steering committee and coordinates day-to-day network administration. Functions include:

- Steering committee and network conference call coordination, including scheduling, facilitation, agendas, and minutes;
- Maintenance of database of IPEN participating organizations, contacts, and resources;
- Coordination of IPEN communications, including listserve and website maintenance;
- Coordination and distribution of IPEN documents, publications, and other materials, including the POPs Elimination Platform, media briefing materials, position papers, proceedings of IPEN-sponsored events, and reports from each INC;
- Maintenance of calendar of meetings and events, including INCs and subsidiary body meetings, regional workshops, other intergovernmental meetings, and IPEN/NGO events.

Working Groups: Participating Organizations have formed a number of working groups. Such working groups agree to work within the policy framework of the IPEN platform. Working groups may choose to issue policy statements or join in common activities, but such actions will reflect the view and endorsements only of the participating organizations within a given working group. In no case will a working group or individual NGO claim to represent the network as a whole.

The Third Session of the Intergovernmental Negotiating Committee (INC) on POPs will be held in Geneva, Switzerland, 6-11 September 1999. IPEN and its participating organizations will sponsor a conference for NGOs and activists 4-5 September. These events are currently being coordinated by a planning committee with input from IPEN working groups.

IPEN has reserved Geneva accommodations for its participants at INC3, and will offer travel grants to POs who need assistance in order to attend. Please refer to the hotel info sheet and travel grants guidelines attached.

Planning Underway for IPEN Geneva Conference

The theme of the IPEN events preceding INC3 will be alternatives to POPs. The centerpiece of the weekend will be a Sunday plenary session featuring panel discussions on: Alternatives to Chemical Pesticides, Alternative Destruction Technologies for POPs Reservoirs and Stockpiles, and Alternative Materials Policies for Dioxin Elimination. Organized around the plenary will be various issue and strategy-oriented workshops planned by the Pesticides, PCBs and Dioxin Working Groups. Saturday workshop will largely present general information about a given issue, and Sunday follow-up workshop will build on these discussions and the Sunday plenaries to prepare participants for lobbying or educational activities during the week of government negotiations.

Other likely workshops will include one on the Health Care Without Harm campaign (dioxin and other toxic by-products of medical waste); a women's working group workshop; a Saturday afternoon health professionals conference; issue-centered and regional lobbying workshops, and an INC orientation.

What You Can Do: Any IPEN PO is welcome to plan a workshop and/or join the planning committee, which meets by email and telephone conference call. Contact Karen Perry at +1-202-898-0150 x249.

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Lowell Center for Sustainable Production
<http://www.uml.edu/centers/LCSP/>

Children's Health – groups to watch

Center for Health and Environmental Justice
Lois Gibbs – Executive Director
3400 organizations and individuals

CHEJ educates the public about environmental toxins and their influence on children's health.

Mothers & Others for a Livable Planet
Wendy Gordon – ED
20,000 individuals

Agency for Toxic Substances and Disease
Dr. Robert Amler
Chief Medical Officer

Launched the Children's Health Initiative in 1996 to: promote child health practices and programs, solicit input and disseminate information through a network of extramural partnerships.

Environmental Working Group (EWG)
Richard Wiles, VP for Research

Concerned with the effects of pesticides on children's health.

National Institute of Environmental Health Sciences
John Schlep

Research priorities include: pesticide toxicity, endocrine disruption, lead exposure and asthma caused by chemical exposure.

Mt. Sinai Center for Children's Environmental Health and Disease Prevention Research
Dr. Mary Wolff
Dr. Michael McCally

Established by the NIEHS in conjunction with the EPA. The goal of the Center is to identify, elucidate and prevent impairments of neurological development in urban children that will result from exposures to pesticides, PCB's, and other developmental toxicants.