
Gabrielle Robbins
University of Nebraska - Lincoln

Follow this and additional works at: http://digitalcommons.unl.edu/honorstheses

Part of the Advertising and Promotion Management Commons, Agribusiness Commons, Business and Corporate Communications Commons, Business Law, Public Responsibility, and Ethics Commons, Food Biotechnology Commons, and the Pharmacology, Toxicology and Environmental Health Commons

http://digitalcommons.unl.edu/honorstheses/74

This Thesis is brought to you for free and open access by the Honors Program at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Honors Theses, University of Nebraska-Lincoln by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
No More, *Monsanto.*
A Comprehensive Review of the Most Hated Company in America.

Gabrielle Robbins
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeline</td>
<td>4-7</td>
</tr>
<tr>
<td>Monsanto/Bayer</td>
<td>8</td>
</tr>
<tr>
<td>The Power Game: Monopoly of Seeds</td>
<td>9</td>
</tr>
<tr>
<td>Meet Dewayne Johnson</td>
<td>10</td>
</tr>
<tr>
<td>Logo Deconstruction</td>
<td>12</td>
</tr>
<tr>
<td>Mood Board</td>
<td>13</td>
</tr>
<tr>
<td>The Legacy of Monsatan</td>
<td>14-16</td>
</tr>
<tr>
<td>References</td>
<td>17</td>
</tr>
</tbody>
</table>
MONSANTO CONTRIBUTIONS

SACCHARINE
SULFURIC ACID
AGENT ORANGE
DIOXIDE POLYSTYRENE
ROUNDUP
ATOMIC BOMB BOVINE SAMATOTROPIN
ROUNDUP READY SEEDS
POLYCHLORINATED BIPHENYLS
DIOXIN
“Monsanto should not have to vouchsafe the safety of biotech food. Our interest is in selling as much of it as possible. Assuring its safety is the FDA’s job.”

Philip Angell
Director of Corporate Communications, Monsanto

Since 1901, Monsanto’s roots have held strong to its grip as a conglomerate in chemical, agriculture and biotechnology industries. This creative project will deconstruct, investigate and strategically interpret the brand’s history, logo, social responsibility and so much more of the good, bad and the ugly.
1914-1915
Due to WWI, demand for artificial sweeteners increases and prompts the U.S. government to lift restrictions on caffeine and vanillin for Coca-Cola Company begins.

1911
USDA bans saccharin use due to violations of the Pure Food and Drug Act.

1916
Production of aspirin begins.

1920
Monsanto expands into industrial chemical production and begins to manufacture sulfuric acid and polychlorinated biphenyls (PCBs).

1928
Francis Queeny’s son, Edgar, is passed down ownership of Monsanto.

1933
Monsanto renamed as Monsanto Chemical Company.

1939
Durring WWII, collaboration on The Manhattan Project uranium research leads to the invention of the atomic bomb.

1940
Begin manufacturing plastics and synthetic fabrics including polystyrene, which was later ranked 5th in the EPA’s list of chemicals that generate the most hazardous waste.

1943
Charles Allen Thomas, researcher on The Manhattan Project, takes over company.

1945
Edward J. Bock takes over as president of Monsanto Company.

1951
Monsanto Chemical Company rebrands as Monsanto Company due to new production varieties. Begins supplying Agent Orange, or dioxin herbicide, to the US during the Vietnam war.

1960
Monsanto Chemical Company establishes an agricultural division with a focus on herbicides.

1964
Monsanto scientists genetically modify plant cells for the first time in history. Around the same time, 2,000 people were relocated from an area in Missouri after PCB contamination.

1965
Roundup herbicide with the active ingredient dioxin is commercialized and leads Monsanto to a reputation as the world’s largest herbicide producer.

1971
John W. Hanley succeeds Edward J. Bock.

1976
Company ordered to pay $180 million in settlements from Agent Orange exposure to 4.8 million people.

1982
Richard J. Mahoney takes over Monsanto Company.
1990
Monsanto concentrates $10 billion efforts in buying up seed companies, becoming the largest seed conglomerate in the world.

1995
Ordered to pay $411 million as a result of hazardous waste dumping in Texas.

1996
Plastic businesses sold to Bayer in order to expand agriculture avenues. First biotech crops, Roundup Ready soybeans and engineered cotton, released.

1997
Industrial chemical business absorbed by Solutia Inc, a Monsanto Divestment, amid legal issues and reports of 6,000 tons of contaminated waste.

1999
Robert Shapiro takes over company and wins regulatory approval for Monsanto's first biotech product, Posilac, or Bovine Somatotropin.

2000
Patents for Roundup expire and Monsanto becomes stand-alone agriculture company after merger with Pharmacia, a corporation which continues to share almost everything but a name.

2002
Amidst additional serious controversies and lawsuits regarding over 50 years of PCP pollution, Hugh Grant took control of the company.

2003
Solutia files for Chapter 11 Bankruptcy, which reorganized debts burdened by the Monsanto Legacy.

2004
Monsanto forms American Seeds Inc., holding company to continue acquisitions of smaller brands.

2006
Monsanto seeds account for almost 90% of the world’s GMO seeds and allegations of intent to build a seed monopoly take fire.

2009
Donates cotton technology to academic researchers and launches project to improve conditions of 10,000 small cotton farmers in India.

2012
Proposition 37, which would require GMO labeling in California, shot down after strong and public Monsanto opposition.

2013
Nine Supreme Court Justices rule in favor of farmer, Vernon Bowman, establishing that patent exhaustion does not apply to Roundup Ready seeds.

2013
Monsanto Protection Act, which requires the USDA to approve GMO crops, passed.
“Ultimately, it is the food producer who is responsible for assuring safety.”

United States FDA
SPEAK NOW, OR FOREVER HOLD YOUR SEEDS.

“I, Monsanto, take thee, Bayer
To Be My Lawful Purchaser.”

In June of 2018, Bayer, the German company known for selling aspirin, finalized its purchase of Monsanto for $62 billion or $122 per share. Monsanto left its name at the altar, allowing its products to become a part of the Bayer family.

Both parties are thrilled—saying that they complement one another well.

Experts and the public say Bayer just spent a lot of money to inherit over a century of legal battles and a terrible reputation. There are more than 8,000 charges pending against Monsanto, and they all belong to Bayer now.

No annulments allowed here.
The Power Game: Monopoly of Seeds

Monsanto is playing a game of power—one they are winning even after the Bayer buyout. For as long as the Earth has existed, seeds have been growing into plants, that turn into more seeds and plants, which turn into slightly different seeds and plants. Enter Genetically Modified Organisms (GMOs)—the plants and seeds which Monsanto has engineered with precise control. GMOs are the superheroes of plants and seeds. They grow faster, with less diseases, and with more flawless yield per crop. They could save our changing world from hunger. But, there is risk involved in growing and consuming GMOs. Like Monsanto, consumers worldwide will have to worry about that later.

Despite what we, the consumer, may say about the produce we prefer, most of us pick out the shining, unbruised, perfectly shaped fruit or vegetable. This perfection is owed to GMOs.

Farmers want to grow GMOs, the superheroes of plants and seeds, because flawless fruit sells. So despite price increases of 150 percent in two years, lawsuits, and the inability to replant the seeds they purchased, farmers keep buying from Monsanto. In 2006, 90 percent of GMO crops in the world were grown from Monsanto seeds.

Monsanto is winning the game of power because even if the name changed to Bayer. The company still controls the food that is available to us—and it’s the food the majority of us want.

"What you are seeing is not just a consolidation of seed companies, it's really a consolidation of the entire food chain."

Robert Fraley
Co-President of Agricultural Sector, Monsanto
Meet Dewayne Johnson

During his time as a groundskeeper for the Benicia, California School District, Dewayne mixed and sprayed hundreds of gallons of Roundup. Then he developed Non-Hodgkin’s lymphoma.

In 2018, he was awarded $289 million making him the first-ever victim awarded damages in a Roundup (glyphosate) lawsuit.

He is only one person affected by the dangerous chemicals Monsanto profits from. Millions of others have experienced firsthand the horror that ensues, when corporations prioritize profits and have a blatant disregard for safety.

"Did Monsanto know or should reasonably have known that users would not realize the danger?"

“Yes.”

"Did Monsanto fail to adequately warn of the danger?"

“Yes.”

"Was Monsanto’s failure to warn a substantial factor in causing harm to Johnson?"

“Yes.”

Jurors of the Superior Court of California
Trial begins in second major suit against Monsanto over Roundup cancer claims

An Industrial Poison Lingers On... and On
PCB: We May Never Get Rid of It

PCB was once a ubiquitous component of household products, from electrical transformers to refrigerators. Its use declined in the 1970s due to health concerns, but it remains in the environment and poses ongoing threats.

Monsanto Closes Plant, Lay-Off To Be Longthy

Monsanto's Roundup weed killer found in popular beers and wine - study

STOP GLYPHOSATE!
EU CITIZENS MONSANTO
7-0 AVAAZ
For my deconstruction of the Monsanto Logo, I focused on how un-American and anti-free-market I believe the company is. I built the American flag out of the vine and used the brown border to create an X.
Acumin Variable Concept
Closing Arguments: The Legacy of Monsanto

In its 100+ years, Monsanto has done a good job of hiding. The company, under numerous names and leaders, has run-away from countless controversies by ditching its problems with spin-off divestment groups, while simultaneously acquiring its competitors and becoming the largest seed and chemical conglomerate in the world. Despite decades of disregarded public health and train wreck public relations, people don’t always care about agribusiness—especially when it makes money. That’s why Monsanto has been able to slip between the cracks, escape its dark past and continue to build its fortune.

While many of its technologies have had the opportunity to be used for good, the company has repeatedly and intentionally chosen profit and power over its ability to help the world.

The biggest ag crises of our lifetime is the fear of genetically modified organisms Monsanto has bred in consumers. Ask any farmer or environmentalist: “Why do people hate GMOs?” and they will have a one-word response. “Monsanto.” Crop engineering is extremely important to our future well being, and it has been turned it into a privatized, for-profit monopoly on agribusiness.
The fear of GMOs is real. Organic extremists and anti-GMO activists are so concerned about what they think GMOs could be, they fear cross pollination of them. I don’t blame them—their concerns about Monsanto are warranted, and Monsanto pioneered almost all GMO products, so the conclusion that GMOs are also bad is logical, but not complete truth.

In reality, there is no substantial scientific proof that engineered crops are dangerous, however, there is question as to weather or not that there have been enough studies to determine that they are conclusively safe. With thorough research and in the right hands, GMOs could have the power to save the world from hunger.

It just so happens that currently, the company with one of the worst safety track records in history has that “world saving” power. This is why accountability for safety in food production lies with the consumer, and why we should be scared of Monsanto. In the U.S., 90 percent of the seeds we grow are provided by them. The lack of correct regulatory checks and balances to protect us from potential dangers in food have driven us to the point that our country and planet would starve to death without Monsanto seeds. Corporate Social Responsibility, who?
The principles based on the highest standards which Arthur Page, the father of corporate communication, believed IMC professionals should be held remind us to: tell the truth, prove it with action, listen to stakeholders, manage for tomorrow, conduct public relations as if the whole enterprise depends on it, realize an enterprise’s true character is expressed by its people, and remain good-humored.

Exterminating the Monsanto name was nothing but an unethical strategic maneuver—the company which ignored every one of these principles still exists underneath the shadow of the Bayer umbrella. The time for hiding is over—when Dewayne Johnson got sick, Bayer’s stock price went down 10 percent. For the first time, the loss accompanying the brand isn’t just associated with the wellbeing of the world—it’s monetary and people are noticing. Consumers demand quality, safety and transparency.

**Bayer, it’s time to do some pest control.**
Tell the truth. Prove it with action. Conduct business as if the word depends on it.
References


No More, Monsante.