

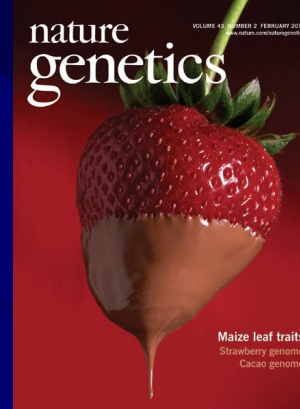


The High Price for Telling the Truth (And why you need to do it anyway)

Kevin M. Folta, Professor
Horticultural Sciences Department

[@kevinfolta](https://twitter.com/kevinfolta)

Research Programs



Strawberry genomics

Light and plant traits in controlled environments



Novel small molecule growth regulators



Funding and Reimbursement: www.kevinfolta.com/transparency

Slides: www.slideshare.net/kevinfolta

Why I do what I do.

The Land Grant Mission.

**Commitment to basic
science discovery and
student/postdoc
education.**



UNIVERSITY of FLORIDA



0.00%

Outreach

Communicating the Science of Science Communication



Modules for schools- Citrus greening disease, crop domestication, plants and light

Modules for extension agents – how to teach about citrus disease, talking about biotechnology

Science communication training for faculty

Editing and helping grad students find a voice in scientific writing, promoting their work

>300 speaking, writing, communications events over the last several years

Social media presence, blog

2013-2015

The screenshot shows the homepage of gmoanswers.com. At the top, there is a navigation menu with the following items: **ASK YOUR QUESTIONS**, **EXPLORE THE BASICS**, **STUDIES AND ARTICLES**, **DIG DEEPER**, and **ABOUT GMO ANSWERS**. A search bar is located to the right of the menu, with a "GO" button and social media icons for Twitter, Facebook, Google+, and Pinterest. Below the navigation is a large video player with a background of hands holding yellow soybeans. The video has a play button in the center. The text overlaid on the video reads: "SKEPTICAL ABOUT GMOS? WE UNDERSTAND. WE WANT TO DO A BETTER JOB ANSWERING YOUR QUESTIONS." Below the video is a section titled "WE ANSWER YOUR QUESTIONS ABOUT GMOS" which contains a text input field with the placeholder "Enter your question" and a green "GO" button. At the bottom, there is a section titled "WHO ARE WE?" with the text "More than 100 experts have contributed to this site including independent experts in leading academic institutions, industry groups and representatives from member companies." and a "READ MORE" button.

Answered ~70 questions about food and farming, technology

Answering questions nightly by email, etc.



Hawaii Crop Improvement Association



2013



2013

OCT 21 Food Babe Visits My University

It was 6:30 pm in the lab and I was just thinking about the last things I'd need to get done before I could go home. Typical night. Usually I'm riding home about 7 pm, but an email popped up asking me if I was going to go watch the Food Babe. A click on a link would take me to the note on a UF Dean for Students *Good Food Revolution Events* website. Vani Hart would be spreading her corrupt message of bogus science and abject food terrorism here at the University of Florida. Oh joy.

Lessons from the Food Babe
Oct 21 at 10:09 pm
University Auditorium

From a corporate citizen to accidental activist, Vani Hart will lay out a road map of today's food marketplace through an understanding of the ever increasing use of chemicals in processed food and what the ordinary person can do about it. Expect to leave with a clear plan of action for making positive food choices which can actively shape the future of the food industry.

There's something that dies inside when you are a faculty member that works hard to teach about food, farming and science, and your own university brings in a crackpot to unravel all of the information you have brought to students.

She might have started from honest roots. Her story says she was duped by an organic yogurt stand (join the club) into buying taro toppings that were filled with artificial, non-organic colors. She realized that she could use social media to coalesce affluent consumers in a formation to cyber-slander change from businesses. Show this dookie through a conduit of the science illiterate and...

An entrepreneur was born!

She found that a popular social media site was more powerful than science itself, more powerful than reason, more powerful than actually knowing what you're talking about. Her discussion was a narcissistic, self-appointed attack on food science and human nutrition. There is a vein in my head that pulses when I hear someone deliberately misrepresent science for personal celebrity, and it was pounding.

She went on about her exploits against Chik-fil-A, forcing them to change their formulation. She spoke about how she and her army of online vandals slammed Subway into removing a safe and useful food chemical from their bread. She spoke of her "5 million person army" with a sly and knowing smile. Vani likes Vani.

2014-2015 Organized "bootcamps" to train scientists about speaking to the public

Dozens of articles debunking claims on blogs, etc.

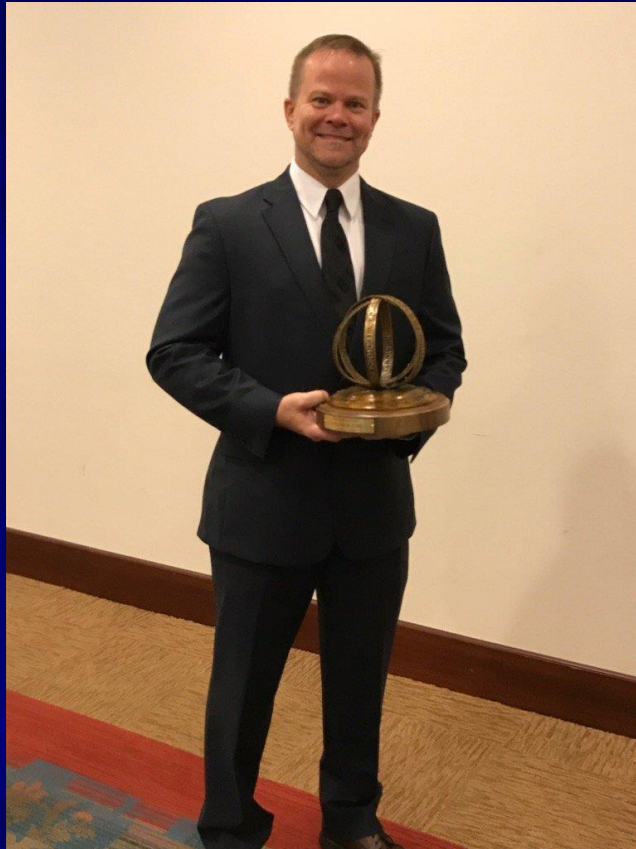
PROFESSOR DON HUBER
THE FACTS ON GENETICALLY MODIFIED ORGANISMS (GMO'S) AND THE GLYPHOSATE 'TROJAN HORSE'

Interviewed by **TIM LYNCH**

greenplanetfm

2013

Creating Change



2016 Borlaug Award in Agricultural Communications

Podcast guest on Joe Rogan Experience, Skeptics Guide to the Universe, Talk Nerdy with Cara Santa Maria, Dr. Drew Pinsky, many others.

Writing for Genetic Literacy Project, The Conversation, Real Clear Science, Personal Blog (3M views)

Gaining trust in social media— professional Facebook page and Twitter were gaining in popularity.

Started podcast in 2015, very popular and now at over 1M downloads.

Training the Trainers (30-50 dates per year)

Started the “Talking Biotech” program and Bio-Talk-Knowledgey

- visit universities for 4-hour workshops
- Conference of invited speakers at UF

Donations to the University of Florida Foundation

Dozens of donations, including \$25,000

From the Monsanto Company

Trust

Trust Equation

$$\text{TRUST} = \frac{\text{Competence} + \text{Reliability} + \text{Intimacy}}{\text{Self Motivation}}$$

Competence

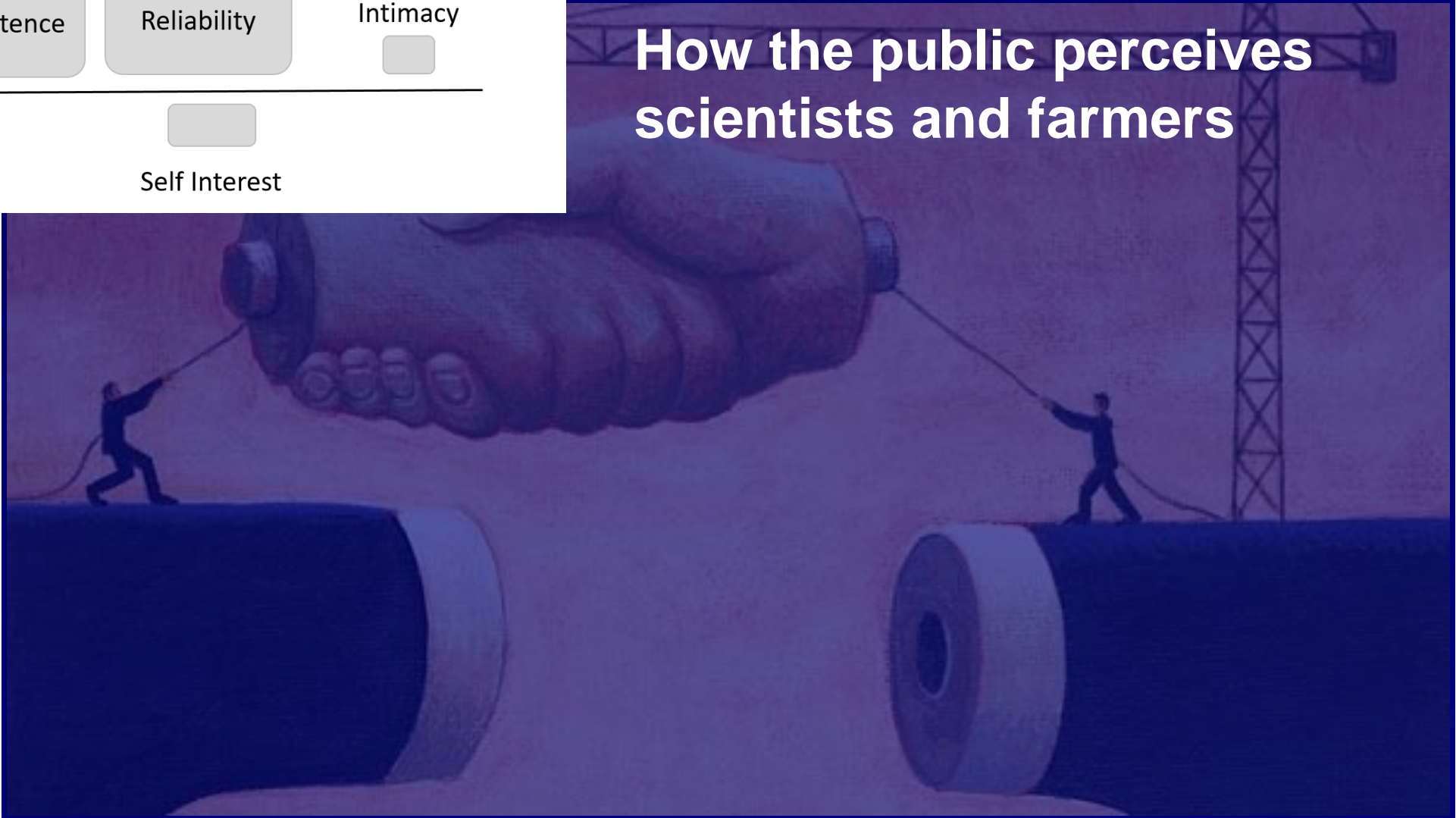
Reliability

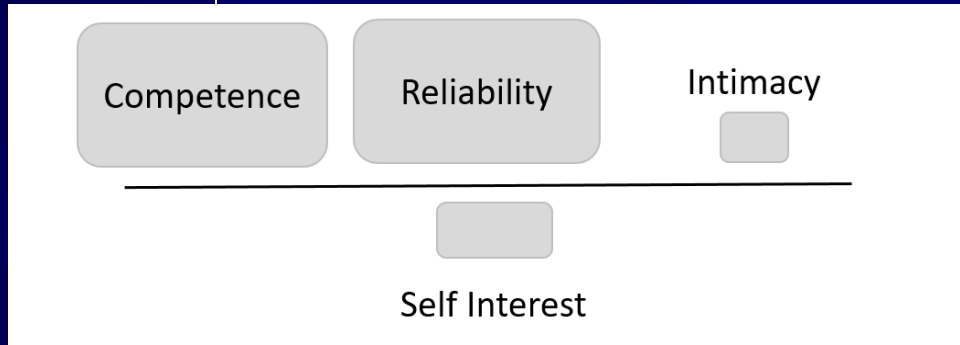
Intimacy



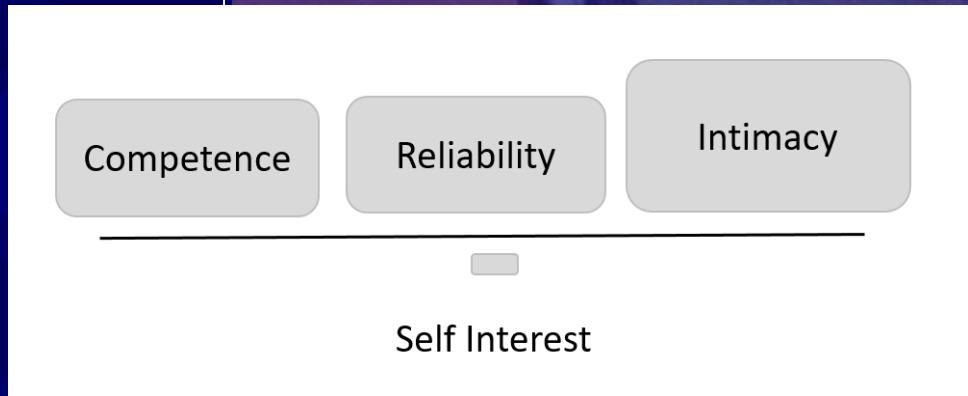
Self Interest

How the public perceives scientists and farmers

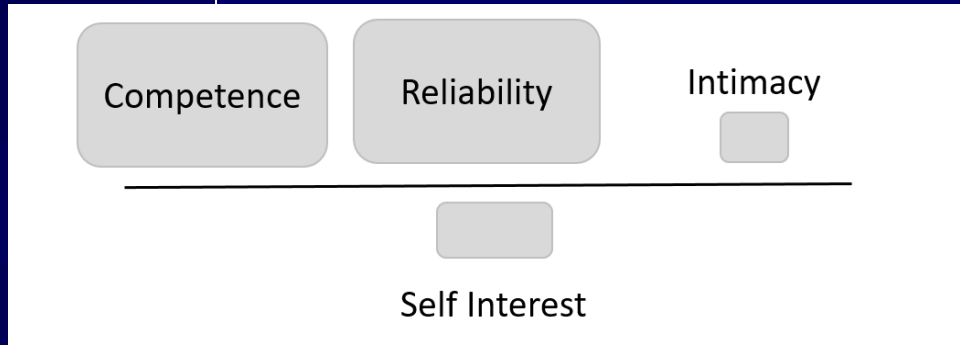




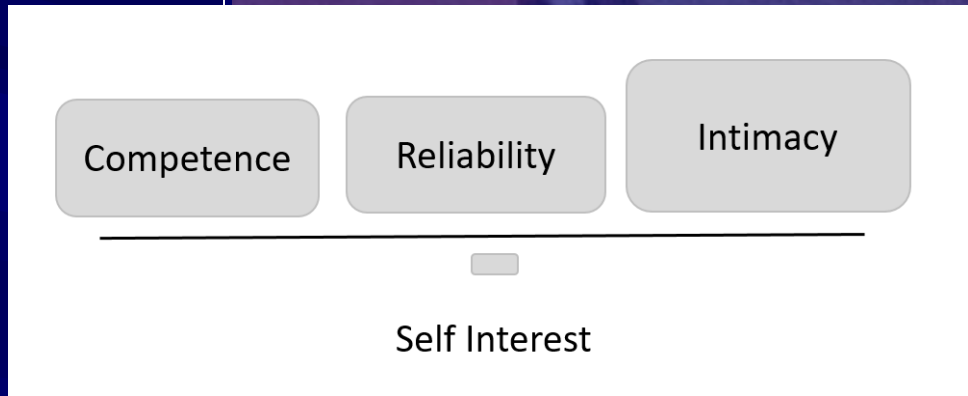
How the public perceives scientists and farmers



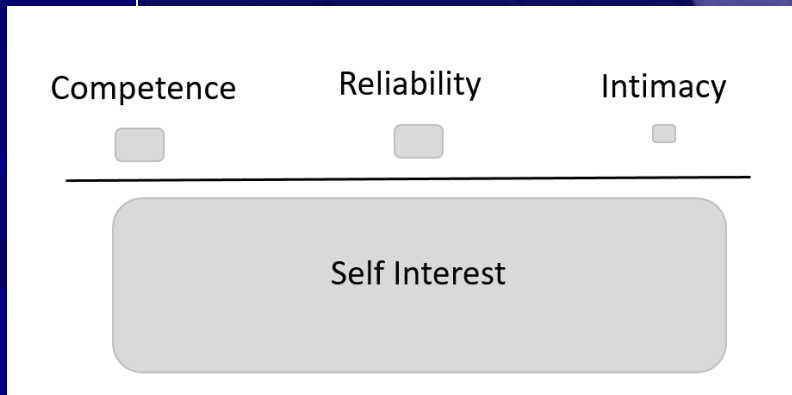
How the public perceives groups active in opposition to the scientific consensus



How the public perceives scientists and farmers



How the public perceives groups active in opposition to the scientific consensus



How those that want to erode our trust portray scientists and farmers



January 28, 2015

Sandra L. Mitchell
University of Florida
Office of the General Counsel
123 Tigert Hall
P.O. Box 113125
Gainesville, FL 32611-3125

RE: Florida Sunshine Law Request Regarding Professor Kevin M. Folta

Dear Ms. Mitchell:

This is a request under the Florida Sunshine Law seeking expedited processing for the production of documents. I request a complete and thorough search of all filing systems and locations for all records maintained by the University of Florida pertaining to Professor Kevin M. Folta, professor of horticulture at the University of Florida.

This FOIA request seeks all correspondence (letters, email) to or from Professor Folta to or from any staff or employees of any of the following organizations:

- Monsanto
- Syngenta
- Bayer or Bayer CropScience
- BASF
- DuPont or Pioneer
- Dow or Dow AgroSciences
- Ketchum
- GMO Answers
- Biotechnology Industry Organization
- Council for Biotechnology Information
- Grocery Manufacturers Association
- Fleishman Hillard
- Winner & Mandabach

The time period covered by this request is from January 1, 2013 to the present.

I request that you disclose these documents and materials as they become available to you, without waiting until all the documents have been assembled.

If documents are denied in whole or in part, please specify which exemption(s) is (are) claimed for each passage or whole document denied. Give the number of pages in each document and the total number of pages pertaining to this request and the dates of documents withheld. I request that excised material be "blacked out" rather than "whited out" or cut out and that the remaining non-

March 24, 2016

Sandra L. Mitchell
University of Florida
Office of the General Counsel
123 Tigert Hall
P.O. Box 113125
Gainesville, FL 32611-3125

RE: Florida Sunshine Law Request Regarding Professor Kevin M. Folta

Dear Ms. Mitchell:

This is a public request under the Florida Sunshine Law seeking the production of documents. I request a complete and thorough search of all filing systems and locations for records maintained by the University of Florida pertaining to Professor Kevin M. Folta, professor of horticulture at the University of Florida.

This public records request seeks all email correspondence – including attachments – to or from or CC'd or BCC'd to Professor Folta to or from any staff or employees of any of the following organizations:

- Monsanto
- Syngenta
- Bayer or Bayer CropScience
- BASF
- DuPont or Pioneer
- Dow or Dow AgroSciences
- Ketchum
- GMO Answers
- Biotechnology Industry Organization
- Council for Biotechnology Information
- Genetic Literacy Project
- Grocery Manufacturers Association
- Fleishman Hillard
- Ogilvy & Mather
- Winner & Mandabach
- American Council on Science and Health
- Cornell Alliance for Science
- Bill & Melinda Gates Foundation

We also request any email correspondence – including email attachments – to or from or CC'd or BCC'd to Professor Folta with the following persons:

- Jon Entine (jon@jonentine.com)
- Nina Federoff
- Bruce Chassy
- Henry Miller
- Jay Byrne
- Sarah Evanega

+ New mail

Search

INBOX

<<

All

▶ Favorites

iwbl
Conf
* Apo

▲ Folta, Kevin M.

▶ Inbox 26517

▶ Drafts [13]

Sent Items

Deleted Items 171

▶ Conversation History

Junk E-mail [1634]

▶ Migrated-UFWWebMail

Notes [6]

RSS Feeds

▶ Sent Messages

Web Forms

HOC
RE: U
Hello

Bren
Five Y
Good

Joe
Is Na
The R

Nas
Re: W
Thank

Compliance



GM-crop opponents expand probe into ties between scientists and industry

Activist group compels records from 40 researchers at US public universities.

[Keith Kloor](#)

06 August 2015 | Corrected: [10 August 2015](#)



PDF



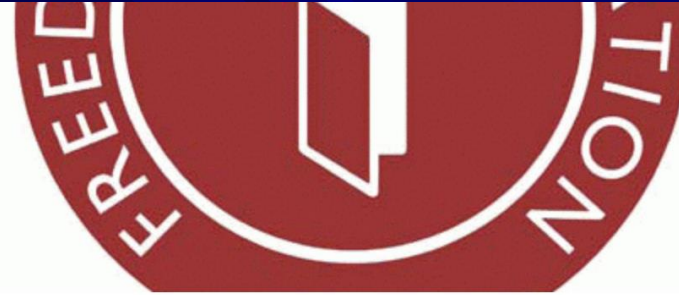
[Rights & Permissions](#)



And that investigation, which began in February, has just started to yield documents. These include roughly 4,600 pages of e-mails and other records from Kevin Folta, a plant scientist at the University of Florida in Gainesville and a well-known advocate of GM organisms. The records, which the university gave to US Right to Know last month, do not suggest scientific misconduct or wrongdoing by Folta. But they do reveal his close ties to the agriculture giant Monsanto, of St Louis, Missouri, and other biotechnology-industry interests.

Thacker and Seife,
2015

PLoS Blogs



Post Removed by PLOS – The Fight Over Transparency: Round Two

Posted August 13, 2015 by publiclibraryofscience in Debate, Funding, Policy, Research



Statement from PLOS:

PLOS Blogs is, and will continue to be, a forum that allows scientists to debate controversial topics. However, given additional information for further inquiry and analysis, PLOS has determined that the Biologue post that had occupied this page, “The Fight over Transparency: Round Two,” was not consistent with at least the spirit and intent of our community guidelines. PLOS has therefore decided to remove the post, while leaving the comments on it intact. We believe that this topic is important and that it should continue to be discussed and debated, including on PLOS blogs and in PLOS research articles.

We sincerely apologize for any distress that the content of this post caused any individual. Comments



Mark Lynas

@mark_lynas



Following

After death threats & hate, an emotional @kevinfolta agrees to return Monsanto \$25K: player.fm/series/talking ... "The terrorists have won."

 Player FM

Shared on Player FM



TALKING BIOTECH PODCAST

013 — Kevin Folta — Monsanto Outreach Support, FOIA,



Solution: Give funds back

Donated to a campus food charity

Collateral Damage

Non-UF students names given to hostile activists

Postdocs applying for positions—
information turned over

Unopened correspondences

Junk mail included

Everyone on cc: lists gets
exposed and is subject to
harassment



**ARE
YOU**

READY FOR

**COLLATERAL
DAMAGES ?**

Sunday, September 6, 2015
New York Times



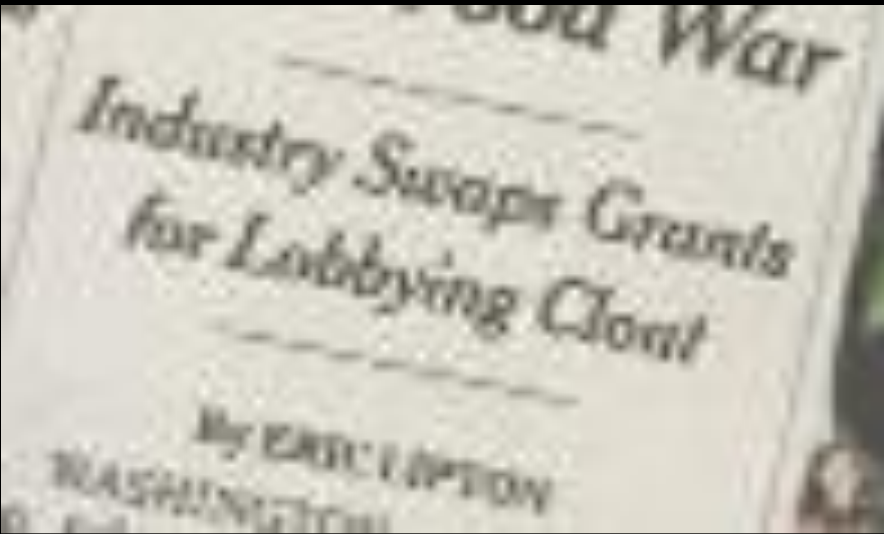
CLINTON RELYING ON TAKING SOUTH TO THWART RIVALS

CUS ON SUPER TUESDAY

Lessons of 2008, Push to Wrap Up Animation Early

PATRICK HEALY
LAMY CHADICK

Clinton's pres-
sage is not
a political
win in
up the
to March
early
and the
ary.
sioners,
Senator
states,
rked
of
suppor
their
inevita
ney
to her
and
her
sioners.



TYLER JONES/UNIVERSITY OF FLORIDA

"Nobody tells me what to say, and nobody tells me what to think."

KEVIN FOLTA

An aggressive biotech proponent with financial ties to Monsanto



CHARLES M. BENDOROK

"If you spend enough time with sharks, you start to smell like one."

CHARLES M. BENDOROK

A proponent of labels on GM foods, backed by the organic industry

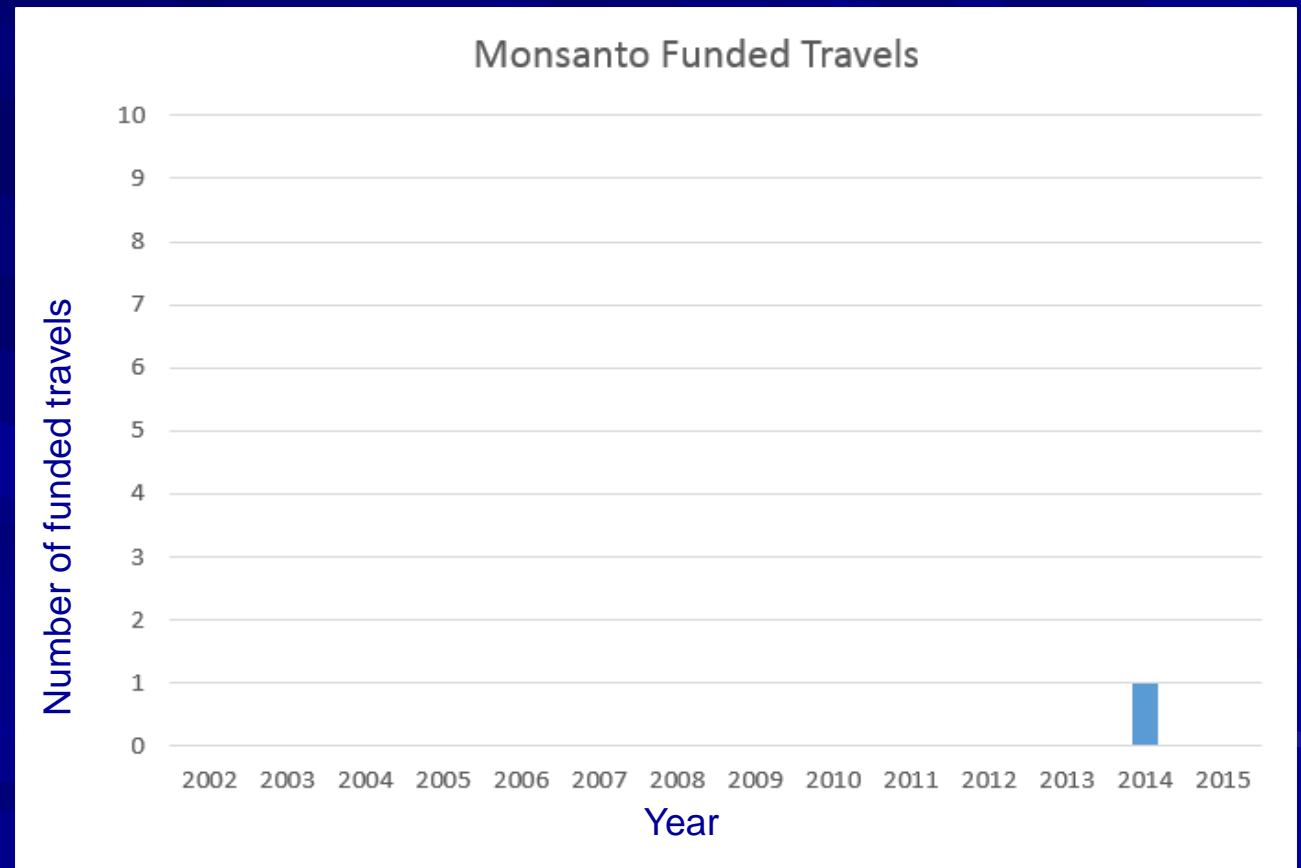
Food Industry Enlisted Academics in G.M.O. Lobbying War, Emails Show

ERIC LIPTON New York Times, 9/5/15

“While Dr. Folta was not personally compensated, Monsanto paid for his trips to testify in Pennsylvania and Hawaii.”

Monsanto and its industry partners have also passed out an undisclosed amount in special grants to scientists like Kevin Folta, the chairman of the horticultural sciences department at the University of Florida, to help with “biotechnology outreach” and to travel around the country to defend [genetically modified foods](#).

Dr. Folta, the emails show, soon became part of an inner circle of industry consultants, lobbyists and executives who devised strategy on how to block state efforts to mandate G.M.O. labeling and, most recently, on how to get Congress to pass legislation that would pre-empt any state from taking such a step.



ANATOMY OF KEVIN FOLTA

The University of Florida's Monsanto Shill

THE BRAIN

This is where Monsanto's lies are stored

THE EARS

This is where audible information is filtered to remove scientific facts and favor GMO lies



THE EYES

This is where the soul darkens and evil grows

THE MOUTH

This is where Monsanto propaganda is spewed out



For more GMO news & articles visit www.GMO.News

Natural News

America's truth news bureau, read by 7+ million and growing

ARTICLES BLOGS LABS SCIENCE REFERENCE REPORTS VIDEOS RADIO INFOGRAPHICS MUSIC CARTOONS LIBRARY RSS 5

BREAKING NOW: Russia bans all GMO crops Rainbow Doritos the latest absurd example of corporate #gaywashing CNN vaccine ques



Monsanto money letter to Kevin Folta emerges: Discredited Univ. of Florida professor promised 'a solid return on the investment' just two days before receiving \$25K from Monsanto



\$25,000 Monsanto money letter to Kevin Folta emerges: Univ. of Florida professor promises 'a solid return on the investment'

Newly discovered emails reveal that Folta received a \$25,000 unrestricted grant from Monsanto, and even wrote to a Monsanto executive, "I'm glad to sign on to what a solid return on investment."



GuruAnaerobic @GuruAnaerobic

The face of a lying Monsanto prostitute @kevinfolta - one of his shill buddies @welovegv pic.twitter.com/8vSgTz5x1M



Straight from Monsanto's Plantation "scientist" Kevin Folta takes \$25,000 to "Promote" GMOs



Natural News America's truth news bureau, read by 7+ million and growing

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BREAKING NOW: Names of "Monsanto Mafia" academic sellouts released Univ. of Florida Kevin Folta outed as Monsanto shill in secret document dump

Hilarious: Someone posted a Craigslist ad exposing Kevin Folta as a Monsanto shill: University of Florida faculty member fast becoming the most discredited scientist in America

Wednesday, September 09, 2015
by Mike Adams, the Health Ranger
Tags: Kevin Folta, Monsanto shill, Craigslist ad

THE HEALTH RANGER ANNOUNCES HERITAGE WHEY PROTEIN

gainesville.craigslist.org

craigslist > personals

replied Posted: about 3 hours ago prohibited

★ YOUR MOTHER, VIRGINIA, WOULD BE ASHAMED OF YOU, KEVIN

Virginia, god rest her soul, would be ashamed of you, Kevin.

As long as you continue to flag and delete this post, I will repost.

Kevin Folta is a MONSANTO whore. He was paid by Monsanto to write positive articles for various agriculture magazines about genetically modified organisms (GMOs).

Recent emails obtained by a Freedom of Information Act (FOIA) request revealed that the MONSANTO whore, Kevin Folta, received TWENTY-FIVE THOUSAND (\$25,000) DOLLARS to lie about the safety of

Phone threats

Hacking

Impersonation

Doxxing

Started attacking wife online

Office broken into 6/2016

Coordinated Defamation

Global NEWS National **TV News Programs**
Change Location Newscasts & Videos

World Canada Local Politics Money Entertainment Health Smart Living Tech Science Sports

HEALTH December 21, 2015 11:04 pm Updated: December 22, 2015 1:07 pm

Documents reveal Canadian teenager target of GMO lobby

By Allison Vuchnich
Senior Network Correspondent Global News

Comments 1419 Facebook 20.9k Twitter Email Print ...

PLAY VIDEO



WATCH ABOVE: Documents reveal a Canadian teenager and her activism on the issue of GMO labelling were the subject of emails strategizing how her message on Vuchnich reports.

Stacy McKen

"HOW THREATENING IS GMO LABELING TO MONSANTO?"

Enough to target a 14-year old TEEN"



KEVIN FOLTA, DE PROFESSOR & MONSANTO HITMAN

GMO FREE CANADA

www.facebook.com/gmoissues www.gmoissues.org www.itsallergoodnews.com www.facebook.com/gmoissuescanada

<https://youtu.be/U8ipcEfXpuM>

FOOD BABE: 'THE SHOCKING EMAIL FROM MONSANTO: WHY I AM SUBMITTING A FOIA REQUEST'

Newly discovered emails reveal "independent" biotech scientist received thousands from Monsanto



by VANI HARI | FOODBABE.COM | SEPTEMBER 9, 2015



I've always said that food and chemical corporations work with public university scientists "behind closed doors" to manipulate the public—and now our movement has irrefutable PROOF. But first, let me start at the beginning...

When our movement got big companies to change, Dr. Kevin Folta, from University of Florida appeared on the scene. Everytime we made headway on an important issue, Kevin Folta, who claimed to be an unbiased

WATCH ALEX JONES LIVE go >

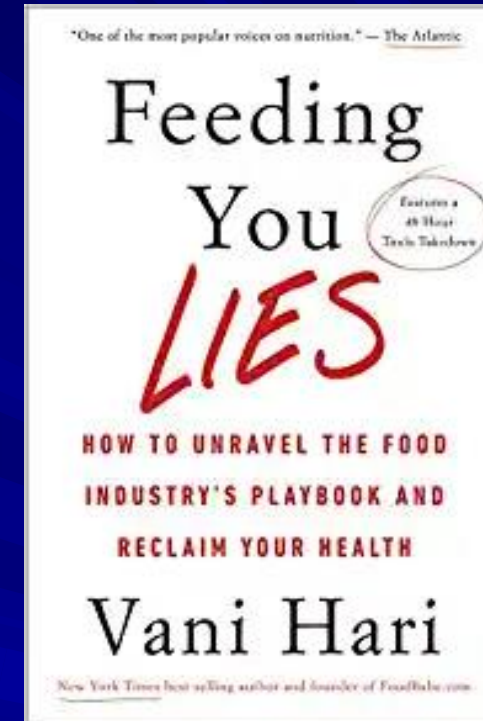
CONNECT WITH US



GET INFORMED NOW

Receive the INFOWARS underground insider!

Email Address:



Food Babe gets 50,000 + pages from her multiple requests

Lots of 'copy cat' FOIA

The end of chemical medicine... Superbug discovered in America that resists ALL known antibiotics... Big P!

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Health Ranger to make three landmark science announcements that will expose the chemical lies of multi-billion-dollar corporations

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CDC forced to reveal documents proving Thimerosal vaccine preservative causes autism

The end of chemical medicine: Superbug discovered in America that resists ALL known antibiotics... blind faith in failed pharma will soon cost you your life

The completely MEATLESS protein profile - so much easier to digest

California to throw adults in JAIL if they refuse government-mandated vaccines

Detroit mother challenges totalitarian police state by refusing to give her daughter deadly antipsychotic medication

Beyonce's clothing line assembled by 'slave'

Death threats, libel, and lies - part 2: Documented liar?

Monday, May 30, 2016 by: Natural News Editor
Tags: Kevin Folta, Monsanto propaganda, professional liar



Kevin Folta:
naive
scientist or
documented
liar?

Support the USRTK investigation and help us keep bringing you the information Big Food doesn't want you to know

Our Investigations

The misleading and deceitful ways of Dr. Kevin Folta

Resources Share Tweet

View our report by Stacy Malkan

biotechnology or and chairman of the department at University of Florida. He has provided information and advice on how to regulate food and pesticides.

The New York Times is the most prominent of Dr. Folta's misleading information.



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Read the latest news, interviews, book reviews, and more!

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- GENERAL

Biofortified Blog Statement on Kevin Folta and Conflicts of Interest

Statement on Kevin Folta and Conflicts of Interest

by Biofortified Board — 29 August 2018

269 Comments

Professor Kevin Folta of the University of Florida (UF) is a well-known science communicator in the subject of agricultural biotechnology. He is a plant scientist who has researched how plants react to light, and he started [blogging](#) about a variety of topics in 2008. Over time, Kevin gained popularity as a speaker on biotechnology. He launched a podcast called [Talking Biotech](#) in 2015. In 2016, the Council on Agricultural Science and Technology (CAST) selected Kevin to receive a [Borlaug](#) Award.



Anatomy of Media Abuse by NGOs

Industry funds NGO

NGO uses public records laws to gather emails, documents

NGO filters, cherry picks and omits

Hands story to eager journalist

Journalist writes NGO's story

NGO reports on the journalist's findings

NGO allies amplify the legitimized message

Lawsuit vs. the New York Times/ Eric Lipton

October / November 2015 –
Wrote to Public Editor

Opened discussions for Legal
Remedies

Sept 2017 Filed Lawsuit for
Defamation and Libel with
Malice

**UNITED STATES DISTRICT COURT
FOR THE MIDDLE DISTRICT OF FLORIDA**

KEVIN FOLTA, Ph.D. Professor and Chair Horticultural Sciences Department University of Florida Gainesville, FL 32611	:	
	:	
	:	
	:	
	:	
	:	CIVIL COMPLAINT
	:	
Plaintiff	:	
v.	:	NO:
	:	
	:	
	:	
THE NEW YORK TIMES COMPANY 620 Eighth Avenue New York, NY 10018	:	JURY TRIAL DEMANDED
	:	
	:	
AND	:	
	:	
ERIC LIPTON 4307 38 th St NW Washington, DC 20016	:	
	:	
Defendants.	:	



Eric Lipton
@EricLiptonNYT

Biotech industry comes-strongly-to
defense of Kevin Folta--U of Florida
prof featured in NYT piece on
Monsanto/GMOs
agri-pulse.com/Florida-biotec...

9:39pm · 21 Apr 2016 · Twitter Web Client

Lawsuit vs. the New York Times/ Eric Lipton

February 28, 2019 -- Summary Judgment

What we learned in discovery

"In today's world of 'fake news' and near-constant attacks on the traditional media, this Court is especially sensitive to upholding the legal protections that enable the press to act effectively in its essential task of policing the government," wrote Judge Mark Walker of the U.S. District Court for the Northern District of Florida.

The article had to add other people

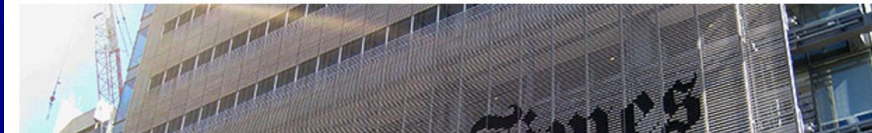
At the same time, the judge acknowledged that Folta may not have advocated for the biotech industry mainly because of the money it provided to him, as the story suggested.

LAW

Court rejects defamation suit over newspaper's biotech story

Corbin Hlar, E&E News reporter

Greenwire: Thursday, February 28, 2019



We must have the courage to tell the truth.

kfolta@ufl.edu

 kfolta.blogspot.com

 [@kevinfolta](https://twitter.com/kevinfolta)



www.talkingbiotechpodcast.com

iTunes, Stitcher, Player FM

"There is a path to truth and sincerity that you must guard and defend"

-- Teruyuki Okazaki



"It is our mission to stand up for the truth that science gives us."

Dr. Jack Payne



“Don’t tell me it can’t be done, tell me what needs to be done and help me do it.” - Dr. Norman Borlaug

Thank you.



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