Getting to the root of the matter.

By Lucas Sjostrom, Contributing Editor

Dr. Patrick Moore is one of Greenpeace International’s founding members. The environmental organization he helped start is against many of the world’s modern food and health practices that have sound science behind them. That is exactly why he quit the organization, and exactly why he’s now working against the organization he helped start. You can hear his story November 5, by joining us at the Minnesota Agri-Growth Council annual meeting. Register online at agrigrowth.org/AM.

How does someone get radicalized in environmentalism, but now disagrees with much of what the environmental movement stands for?

It started with Moore’s enrollment in the ecology program at the University of British Colombia.

“I realized, all of a sudden, that through science you could gain an insight into the mystery of life because ecology was about how everything was inter-related,” Moore said.

This enrollment was at the height of the Cold War, Vietnam War, and thus the looming threat of all-out nuclear war between the U.S. and the Soviet Union.

At the same time, a man Moore didn’t know, Ben Metcalfe, also a future founder of Greenpeace, was working as a journalist. He had done well as a writer and took out 12 billboards in Vancouver at prominent intersections with the big words “Ecology? Look it up! You’re involved.”

That started the awareness of the word ecology in Vancouver, where Greenpeace was born.

Moore read a small article in the Vancouver Sun newspaper about a group of pacifists and environmentalists that were meeting in a church basement to plan a protest voyage against the U.S. hydrogen bomb testing in Alaska.

“By this time I had become completely radicalized, I was what looked to be a hippie, even though I was doing a Ph.D. in ecology, and I joined that group,” recalled Moore. “And six months later I went on the voyage with a dozen others with the backing of my professors, and virtually all of British Colombia – including everyone from the real estate board to the labor unions.”

That original group called themselves “Don’t Make a Wave” in protest of the hydrogen bomb testing in Alaska.

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Moore still feels strongly about the hydrogen bomb testing, or in his words, “I’m still pretty much against all-out nuclear war.”

But, from the time Moore helped found the group now known as Greenpeace International in 1971 and his departure from the organization in 1986, he felt the organization lost the humanitarian element that it started around.

“In a way, that’s why I left,” said Moore. “The organization went from being against all-out nuclear war, which is fully a humanitarian effort. And that was the “peace” part of Greenpeace. What happened to the peace in Greenpeace? Now it’s just green, and there’s no concern for people. The humanitarian elements have disappeared.”

Moore began to grow weary of the campaigns Greenpeace was most passionate about, and tried to move the organization to thinking in terms of solutions, rather than just confrontations.

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“I wanted to work with people finding win-win solutions for sustainability that balanced, social, economic, and environmental priorities,” he said. “The thing

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Member In Focus

COMPANY: Minnesota Beverage Association
WEBSITE: www.mnbev.com
LOCATION: St. Paul, Minnesota

The Minnesota Beverage Association dates back to 1899. It was formed as a business trade organization and represents the bottlers and distributors of non-alcoholic beverages. The members are primarily Coca-Cola, Pepsi Cola, Dr. Pepper Snapple Group, and their local bottlers and distributors. Like other trade groups, we represent the industry to the media, engage in public education, offer programs that promote the industry, advocate on behalf of the industry at the capitol, and provide various services to our members.

Q & A with Tim Wilkin, President of the Minnesota Beverage Association:
How is Minnesota Beverage funded?
We are primarily funded by member dues. We also provide services to our members through our various programs that also provide revenue.

What is new with your organization?
We have been working to provide grants to local programs that promote healthy and active lifestyles. Our latest grant went to help build a walk/run track in the new Payne-Maryland Community Center to promote exercise in an area that did not previously have access to opportunities to keep fit throughout the year.

We are also working with the Recycling Association of Minnesota to provide away-from-home recycling opportunities through their Message-In-A-Bottle program. This program places bottle shaped recycling bins at convenience stores and other public places. The empty bottles and cans are then collected and processed by adults with disabilities. The program is free for the stores and provides steady jobs for the adults with disabilities.

What are the key trends affecting your industry?
Consumer tastes continue to change. This leads the industry to innovate and introduce new flavors and beverage choices. The industry is focused on delivering ever new choices to meet this consumer demand.

What are your legislative priorities?
We want to promote improved recycling, without adopting bad ideas from other states like the Iowa style bottle deposit. We find that deposits are inconvenient for our customers and hurt overall recycling rates.

We would also like to see the repeal of the new sales taxes on business equipment repair, purchases of telecommunication equipment and commercial warehousing services.
You’re cordially invited
JOIN US ON NOV. 5TH AT THE
MINNEAPOLIS CONVENTION CENTER,
REGISTER AT AGRIGROWTH.ORG/AM

ANNUAL MEETING MEMBER PROGRAM
8:00 am — Welcome, Reports and Elections
9:00 am — Global Economy Outlook: Terry N. Barr, Senior Director, Knowledge Exchange Division, CoBank, ACB
10:00 am — Mark Seeley, University of Minnesota Extension Climatologist and Meteorologist
10:45 am — President Eric Kaler, University of Minnesota
11:30 am — Networking and Exhibitor Break

LUNCHEON BANQUET AND SPEAKERS PROGRAM
Noon Luncheon and Welcome — Agri-Growth Chair Kristin Weeks Duncanson, Duncanson Growers
State of the State of Minnesota Agriculture — Governor Mark Dayton ( invited)
2013 Distinguished Service Award Presentation
Keynote Remarks: Jeff Ettinger, President and Chief Executive Officer, Hormel Foods, Inc.
1:45 pm — Networking and Exhibitor Break
2:15 pm — Dr. Patrick Moore, founding member and former President of Greenpeace, Author of Confessions of a Greenpeace Dropout
3:15 pm — Panel Discussion: The Future of Biotechnology - Issues and Perspectives
• Moderator: Kerri Miller, Host Midmorning, Minnesota Public Radio
• Dr. Ruth S. MacDonald, RD, PhD, Chair, Food Science and Human Nutrition, College of Agriculture and Life Sciences, Iowa State University
• Kate Leavitt, Director, International Sales and Marketing, SunOpta Grains and Food Group
• Chuck Lee, Head of Corn for North America, Syngenta
• Michael Yost, Farmer and Owner of Yost Farm Inc.
4:30 pm — Plenary Political Insight Panel
• Moderator: Mary Lahammer, Program Host and Political Reporter, Twin Cities Public Television
• Sara Janacek, founder of Politics in Minnesota and political pundit
• Steve Sviggum, Legislative Fellow, University of Minnesota Humphrey School of Public Affairs
• Roger Moe, President of National Strategies Inc. and former Minnesota Senate Majority Leader
• Blois Olson, Minnesota Political Pundit, Fluence Media, and Editor, The Morning Take
• Gil Gutknecht, former U.S. Congressman
5:30 - 7:00 pm — Reception

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www.agrigrowth.org
The 2013 Minnesota Agri-Growth Council Annual Meeting and Speakers Conference will be November 5 at the Minneapolis Convention Center. To attend this event, please register online at agrigrowth.org/AM or complete this form and return via email (info@agrigrowth.org), fax (651.905.8902), or mail (408 St. Peter Street, Suite 20, St. Paul, MN 55102).

In the table below, indicate the number of tables and/or individuals who will attend.

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BILLING INFORMATION:

Select One:  □ Invoice me  □ Pay by credit card below  □ Enclosed is my check, payable to MN Agri-Growth

Your Name: ________________________________________________________________

Organization Name (Name to appear in Program): __________________________________

Mailing Address: ______________________________________________________________

City: __________________________________________ State: __________________________ Zip: __________________________

Phone: __________________________ Fax: __________________________ Email: __________________________

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Visa or Mastercard Only

Please note: cancellations will not be accepted after November 1st and “no shows” will be billed.
That pushed me out, finally, was that they decided amongst themselves, after we’d been through the DDT issue, then the PCB issue, then the dioxin issue, all of which are chlorinated hydrocarbons, that because all these chlorinated hydrocarbons were toxic, they nicknamed chlorine, the Devils Element.”

Moore explained that it partly started with confusion of DDT between the agricultural and health uses, which caused 50 million unnecessary deaths by malaria during a period when the World Health Organization (WHO) banned its use. Finally, in 2004, the WHO reversed its decision, adopting DDT as an anti-malaria agent, helping around the world right now.

“‘Ban Chlorine Worldwide’ was Greenpeace’s slogan,” Moore recalled, with disgust noticeably still in his voice today. “I was on the inside, saying guys, I know chlorine itself is toxic, but it’s also toxic to bacteria and adding it to drinking water is the biggest advance in the history of public health. And most of our pharmaceuticals are made with chlorine chemistry. Chlorine is the most important element of all the elements in the periodic table for public health and medicine. Don’t you care about that? Shouldn’t we make an exception there?”

But the group said no. They thought as soon as there is something to replace chlorine, we should ban chlorine. So, Patrick felt like he had to leave.

Today, they see humans as a cancer on the earth which is destroying the planet,” Moore said. “They do not see anything good about people, except themselves of course. They haven’t got a clue. They never had a clue about science and toxicology.

“‘There are many substances that are essential for life. At certain levels, they’re required, below that they cause sickness. At the right range they’re beneficial, but above that they become toxic. A cup of salt is toxic to you. Greenpeace’s current stance is that if it’s toxic, it’s bad. I’ve met some very capable toxicologists in my time, and the rule all of them go by is that the poison is in the dose.’

The organization’s zero-tolerance policies on everything from fossil fuel and hydroelectric dams to forestry – an industry Moore’s family has been part of for over 100 years – and especially genetically modified organisms lead Moore to his latest campaign.

“We think that Greenpeace’s weakest point right now is in relation to their position on genetic modification. The term genetically modified has now been associated with Frankenstein and many other things,” explained Moore. “But, in fact, every single one of us is genetically modified.”

Moore sees Golden Rice as the best way to get out the message about the need for GM crops today and into the future. Golden Rice is white rice with beta-carotene (the vitamin A precursor) genes inserted through genetic modification. Worldwide use could save over 1 million lives and prevent blindness in up to 500,000 children each year. The number of deaths is higher than malaria and AIDS. Golden Rice is supported by the Bill and Melinda Gates Foundation, the Rockefeller brothers, Helen Keller International, USAID, and many other humanitarian groups.

“Golden Rice will eliminate vitamin A deficiency overnight,” Moore said.

AllowGoldenRiceNow.org is the platform from which Moore will spread his message in an effort to show the importance of GM crops, Golden Rice in particular. But his actions will be much more visible than the online petition you can sign.

“I’m going to demonstrate and banner Greenpeace offices around the world. No one’s hanging banners in front of Greenpeace; they do it to everybody else,” he said. The banners noted the 8 million lives that could have been saved with the GM Golden Rice if it had been used widely since 1999.

Moore dubs their opposition to GMOs as “insane,” with no basis in fact. “And all the world’s leading nutritional and health organizations agree,” Moore said. “So, I’m going to take them on. Greenpeace uses the idea of invisible poisons to make us scared of our water, our food, and our air.”

Moore will try to shine the light into Greenpeace’s darkness for all to see. Join us on November 5 at the Agri-Growth Annual Conference to hear more about his work and the new campaign for acceptance of GM crops like Golden Rice.
Political Insight Panel to Close Out Agri-Growth Conference

Agri-Growth’s Annual Meeting will end the day with a broad panel of perspectives on the current political landscape.

The November 5th Minnesota Agri-Growth Council Annual Meeting and Speakers Conference has a full line up of speakers for the day. Perhaps one of the most intriguing is the final item on the agenda for the day: a political insight panel. Panelists range from political pundits, federal level politicians, and state political leaders.

The full cast includes:

- **Moderator:** Mary Lahammer, Program Host and Political Reporter, Twin Cities Public Television
- **Sara Janacek,** founder of Politics in Minnesota and political pundit
- **Steve Sviggum,** Legislative Fellow, University of Minnesota Humphrey School of Public Affairs
- **Roger Moe,** President of National Strategies Inc. and former Minnesota Senate Majority Leader
- **Blois Olson,** Minnesota Political Pundit, Fluence Media, and Editor, The Morning Take
- **Gil Gutknecht,** former U.S. Congressman

Discussion will cover a wide swatch of issues, including the upcoming 2014 Legislative Session and 2014 election. The dialog will be lively, relevant, and one you’ll want to be a part of. Join Agri-Growth at the 46th Annual Meeting and Speakers Conferences.

After 46 years of bringing together stellar speakers and thought-provoking topics, the Agri-Growth Conference does not disappoint. Other speakers include Jeff Ettinger, President and Chief Executive Officer, Hormel Foods, Inc.; Terry N. Barr, Senior Director, Knowledge Exchange Division, CoBank, ACB; Mark Seeley, University of Minnesota Extension Climatologist and Meteorologist; and a broad panel discussing the future of biotechnology. See you on the 5th at the Minneapolis Convention Center. Register at agrigrowth.org/AM.