



## The Rebranding of Monsanto. « Evil Personified », Will the Public be Fooled?

Par [Chemical Concern](#)

Mondialisation.ca, 31 mai 2016

[Chemical Concern](#)

Région : [Europe](#)

Thème: [Biotechnology and GMO](#), [Global Economy](#), [Media Disinformation](#)

The FT [reports](#) that Bayer, which has made a bid to take over Monsanto, has a relatively squeaky-clean brand, with 'lots of positive connotations'. This, despite the company being rocked by scandal in 2001 when its cholesterol drug Lipobay was found to have serious side-effects and its production of a neonicotinoid insecticide which may have contributed to [the decline in the bee population](#).

"Its oldest brand is aspirin, after all," says Torben Bo Hansen, head of Philipp und Keuntje, a German advertising agency, adding "But for large parts of the population Monsanto is evil personified."

In [another FT article](#), Dirk Zimmermann explains:

"Bayer is by no means an exemplary company. After all, their business model is the same as Monsanto's — they also sell genetically modified seeds that are resistant to the herbicides they produce. None of this is compatible with the idea of sustainable agriculture, or at least our understanding of it."

Monsanto is opposed because of its leadership in producing and promoting genetically modified organisms - Germany is one 'no-go' area where 1m hectares of land are farmed organically. Countries producing GM crops are shown below (in dark blue):



Monsanto is also widely associated with the production and promotion of glyphosate, the active ingredient in Roundup, which the World Health Organisation said last year was

probably carcinogenic. The EU is currently debating whether to relicence glyphosate, with many European governments opposed.



*Countries banning or*

*labelling GMOs (compiled by Canadian campaigner)*

“One option for Bayer would be to drop the Monsanto name if the transaction went through”. Is rebranding the answer?

[The Brand Failures blogspot](#) recalls that when massive amounts of radioactive material were released from the UK’s Windscale atomic works in 1957, following a serious fire, the local community in Cumbria were understandably terrified about the health implications of uncontained radiation. Rather than close the plant down, the government believed the best way to put distance between the disaster and the nuclear plant as a whole was to change the name, from Windscale to Sellafield.

“The potential is definitely there for Bayer’s brand to suffer in a takeover,” adds Hansen. “One option for Bayer would be to drop the Monsanto name if the transaction went through, to prevent that “negative sentiment carrying over to the new company” said Jeffrey Stafford, analyst at Morningstar (investment management).



But [as Brand Failures records](#), in many cases, including Windscale/Sellafield and the Post Office/Consignia, the 99% are no longer so easy to fool.

La source originale de cet article est [Chemical Concern](#)  
Copyright © [Chemical Concern](#), [Chemical Concern](#), 2016

Articles Par : [Chemical Concern](#)

**Avis de non-responsabilité** : Les opinions exprimées dans cet article n'engagent que le ou les auteurs. Le Centre de recherche sur la mondialisation se dégage de toute responsabilité concernant le contenu de cet article et ne sera pas tenu responsable pour des erreurs ou informations incorrectes ou inexacts.

Le Centre de recherche sur la mondialisation (CRM) accorde la permission de reproduire la version intégrale ou des extraits d'articles du site [Mondialisation.ca](#) sur des sites de médias alternatifs. La source de l'article, l'adresse url ainsi qu'un hyperlien vers l'article original du CRM doivent être indiqués. Une note de droit d'auteur (copyright) doit également être indiquée.

Pour publier des articles de [Mondialisation.ca](#) en format papier ou autre, y compris les sites Internet commerciaux, contactez: [media@globalresearch.ca](mailto:media@globalresearch.ca)

[Mondialisation.ca](#) contient du matériel protégé par le droit d'auteur, dont le détenteur n'a pas toujours autorisé l'utilisation. Nous mettons ce matériel à la disposition de nos lecteurs en vertu du principe "d'utilisation équitable", dans le but d'améliorer la compréhension des enjeux politiques, économiques et sociaux. Tout le matériel mis en ligne sur ce site est à but non lucratif. Il est mis à la disposition de tous ceux qui s'y intéressent dans le but de faire de la recherche ainsi qu'à des fins éducatives. Si vous désirez utiliser du matériel protégé par le droit d'auteur pour des raisons autres que "l'utilisation équitable", vous devez demander la permission au détenteur du droit d'auteur.

Contact média: [media@globalresearch.ca](mailto:media@globalresearch.ca)