

Tuesday, April, 21, 2015, 5.00–6.30 p.m., MCI I

in the belly of the “beast”.

A look at Monsanto’s public engagement awakening



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Monsanto is known as a global, leading seed technology company. Founded in 1901, Monsanto currently employs more than 27,000 people world-wide and generates over \$14b in annual revenues. Monsanto has been the subject of tremendous criticism over the years. For example, the company’s name has been associated with the notion of “frankenfoods” and some have nicknamed the company Mon“Satan.” Many interest groups have used Monsanto’s success in the biotechnology industry as a lightning rod to support their case and to gather interest and funds for their own organizations.

Dr. Sylvain Charlebois is Professor in the College of Business & Economics at the University of Guelph in Ontario, Canada. He was appointed Associate Dean Research and Graduate Studies by the College in 2010.

From 2004 to 2010, he was a member of the Faculty of Business Administration of the University of Regina, Canada. He was the Associate Dean and Director of the K. Levene School of Graduate Studies at the University of Regina, from 2007 to 2009. His current research interest lies in the broad area of food distribution, security and safety. His research has been featured in a number of newspapers, including The Economist, Wall Street Journal and Foreign Policy.

Dr. Charlebois is a member of the Global Food Traceability Centre’s Advisory Board based in Washington DC, and a member of the National Advisory Board of the Canadian Food Inspection Agency in Ottawa. He is an award winning researcher and teacher and has been a visiting professor in Brazil, China and Finland.

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