

November 19th, 1993

Kraft General Foods, Inc.
Dr. Enrique J. Guardia
Vice President
Scientific Relations
250 North Street
White Plains, NY 10625

Dear Dr. Guardia:

We appreciate Kraft General Food's support in 1993 to the Harvard Center for Risk Analysis (HCRA). Your support has enabled us to accomplish our mission - to foster a reasoned public response to health, safety, and environmental risks. Our mission has been achieved with public policy projects, communications activities, and reform of professional and scientific training programs. In this letter, we are requesting continued financial support from Kraft General Foods, Inc. which will permit HCRA to expand our public policy activities.

HCRA's philosophy is that public health priorities should be rearranged to reflect the insights of science-based risk analysis. Risk analysis principles provide a useful framework for separating the serious health threats from the trivial risks. Moreover, the risk analysis framework fosters critical thinking about allocation of scarce resources and the weighing of important risk-risk tradeoffs. Since 1989 HCRA's philosophy has exerted significant impact on national policy discussions.

We anticipated that the safety of pesticide residues on foods would emerge as a significant legislative issue. HCRA participated in the legislative discussions by placing the risks of pesticide residues in a larger public health context. Big health problems need to be distinguished from small and non-existent health problems. Our experience with the Clean Air Act suggests that many Members of Congress and their staffs are likely to be ill-informed about the safety of foods and the extreme assumptions that form the basis of estimates of cancer risks due to pesticide residues. Enclosed for your review please find my testimony to Congress on this issue.

Now In our fifth year, we continue receive unrestricted contributions from over thirty Fortune 500 companies that are listed alphabetically in the-attachment to this letter. HCRA has also obtained restricted grants for project support from the American Industrial Health Council, the Department of Health and Human Services, the Environmental Protection Agency, the National Science Foundation, and the Department of Transportation.

HCRA values Kodak Corporation's support and confidence in our work. I would like the opportunity to meet with you and discuss the Center's future. In particular, I would like to request the continued contribution of \$25,000 in 1994 to support the Center's increased public policy activities.

Thank you in advance for your consideration and support. I will call your office in the weeks ahead to determine if any questions need to be answered. Enclosed for your information please find copies of HCRA's recent newsletters and the 1993 Annual Report.

Thank you very much in advance for your consideration.

Sincerely,

John D. Graham, Ph.D.
Director

JDG/sg
enc: 1992 Annual Report
7/93 Testimony

Harvard Center for Risk Analysis



August 12, 1994

Dr. Enrique J. Guardia
Vice President
Scientific Relations
Kraft General Foods, Inc.
250 North Street
White Plains, NY 10625

(914) 235-0500
mail room to Teague
Policy & Information
Call him or next week
(914) 235-1035
Ref: 10/10/94

Dear Dr. Guardia:

As you know, the mission of the Harvard Center for Risk Analysis is to promote a reasoned public response to potential health, safety and environmental hazards. We accomplish this mission by incorporating a risk-analysis perspective into public policy debates, scientific research, and education and communications programs. Looking to the future, we are requesting a contribution of \$20,000 from Kraft General Foods that will allow us to expand our public policy activities.

The last year has been particularly productive and rewarding for HCRA. We testified on the importance of risk analysis before seven House and Senate committees and met personally with leaders from both the Congress and the Clinton Administration on the need for risk-oriented legislation.

In the communications area, we worked with John Stoussell of ABC News on the one-hour, prime-time show, "Are We Scaring Ourselves to Death?" (April 21, 1994), which brought the theme of "comparing risks" into the homes of an estimated 30 million Americans. Our bimonthly newsletter, Risk in Perspective, now reaches an audience of 8,000 opinion leaders, journalists, and elected officials.

On the scientific front, we completed our probabilistic analysis of the carcinogenic potency of chloroform, which demonstrates how a single, worst-case number can be replaced by a distribution of potency values that reflect the weight of the scientific evidence. Our new scholarly book, Risk versus Risk: Confronting Tradeoffs in Health and Environmental Protection, will be published by Harvard University Press in 1995. Recently, the results of our Lifesaving Priorities Project were covered prominently in the Wall Street Journal (July 6, 1994) and stimulated over 500 requests for additional information.

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In the coming year, we intend to build on our current activities as well as begin to address new issues. Our current projects are described in the enclosed HCRA annual report. We are also developing new projects on chlorine, electric and magnetic fields, pharmaceuticals, pest control, and food biotechnology. If there are major issues facing Kraft General Foods that HCRA should consider addressing, I would be happy to meet personally with you or your colleagues to discuss whether and how HCRA might be of assistance.

We appreciate Kraft's previous support and confidence in our work. Your 1994 contribution will be added to the growing number of corporations, foundations and public agencies that support HCRA. In 1989 HCRA was launched with contributions from a handful of corporations. We now receive contributions from several foundations, several agencies of the federal government, and over 35 Fortune 500 companies (attachment).

Thank you very much in advance for your consideration of this request. If you have specific questions, please do not hesitate to contact me. I am certainly willing to make a visit to White Plains in order to explain what our nation needs to do to achieve a more reasoned public response to health, safety and environmental hazards. My assistant, Mary Esther Otts (617-432-4342), will contact you in the weeks ahead to determine if you desire any further information to support this request.

Sincerely,

John D. Graham
Professor and Director

JDG/meo
Enclosures