

Monsanto to pay \$350K to settle wheat-related lawsuits

NEW YORK (AP) — Monsanto said Wednesday it will pay about \$350,000 to settle class action lawsuits brought by farmers in seven states over genetically modified wheat.

The St. Louis company said Wednesday it will make donations of \$50,000 to agricultural schools at land grant colleges in Kansas, Missouri, Illinois, Oklahoma, Texas, Louisiana and Mississippi.

It will also reimburse the plaintiffs and their lawyers for a portion of the costs as-

sociated with the case. The company said that under the terms of the settlement agreement it can't disclose how much that will cost.

The lawsuits relate to the discovery of genetically modified wheat on a farm in Oregon in May 2013. The wheat had not been approved, and after the discovery, Japan and South Korea temporarily suspended some wheat orders. The European Union called for tougher testing of shipments from the U.S.

In November, Monsanto agreed to pay about \$2.4 million to settle other lawsuits related to the incident. Most of the money will go into a fund to pay farmers in Washington, Oregon and Idaho who sold soft white wheat between May 30 and Nov. 30, 2013.

Monsanto Co. said one class action lawsuit remains active. That suit involves farmers in Arkansas, and Monsanto said it hopes to resolve that litigation soon.

The USDA said last year

that it believes the genetically modified wheat in Oregon was the result of an isolated incident and that there is no evidence of that wheat in commerce. The report said the government still doesn't know how the modified seeds got into the fields.

Monsanto posted a profit of \$2.74 billion in its last fiscal year that ended Aug. 31, on sales of \$15.86 billion.

Its shares rose 32 cents to \$117.16 on Wednesday, but they are down 1.9 percent in 2015.

Wyoming grouse conservation could preserve area for birds

By MEAD GRUVER
Associated Press

CHEYENNE, Wyo. — A new system announced Wednesday to conserve habitat for the greater sage grouse will start by making 86 square miles of Wyoming ranchland available for preservation through arrangements with oil and gas companies and others who, in exchange, want to develop the birds' habitat elsewhere in the state.

Eventually the sage grouse conservation bank announced Wednesday in Cheyenne could preserve almost 1,100 square miles — a region about the size of Rhode Island — through a series of conservation easements. A conservation easement is a legally binding agreement that generally prohibits new development of wildlife habitat on private land.

The U.S. Fish and Wildlife Service, state of Wyoming and the Sweetwater River Conservancy cooperated to develop the sage grouse conservation bank. The conservancy owns several large, private ranches on either side of Pathfinder Reservoir and in the Muddy Gap area between Casper and Rawlins.

The approach is an important one because 40 percent of sagebrush habitat is in private hands, said Fish and Wildlife Service Deputy Director Jim Kurth.

"There are people out there that would say it's a victory if we have to list sage grouse. We at the Fish and Wildlife Service certainly don't feel that way," Kurth said.

The announcement comes a little more than six months before a Sept. 30 court-ordered deadline for the Fish and Wildlife Service to determine

whether the greater sage grouse needs federal protection under the Endangered Species Act.

Even if Fish and Wildlife were to determine protection is necessary, if and when the greater sage grouse might be listed as threatened or endangered would remain an open question. Congress late last year voted to withhold funding from Fish and Wildlife to list the species.

The greater sage grouse is a chicken-sized bird whose numbers have dwindled by more than half since pre-settlement times. The bird ranges across 11 states, from California to the Dakotas, and numbers no more than 500,000 today.

Wyoming is home to about 200,000 greater sage grouse, more than any other state.

Through the conservation bank, developers wouldn't necessarily offset an acre of developed habitat with an acre conserved, but would purchase credits that represent land preserved for sage grouse on the Sweetwater River Conservancy ranches.

The Wyoming Stock Growers Land Trust, a land preservation arm of the Wyoming Stock Growers Association, would help to secure the conservation easements.

"This bank strikes a balance between conservation of sage grouse and enabling oil and gas and other development across Wyoming. It also secures a large expanse of land with structured public access for hunting, fishing and other outdoor opportunities," Gov. Matt Mead said.

Livestock grazing on the ranchland will continue, Mead pointed out.

Starbucks CEO defends 'Race Together' after backlash

NEW YORK (AP) — Starbucks CEO Howard Schultz on Wednesday defended the company's new "Race Together" campaign that has been criticized for being naive and even using racial tensions to boost its bottom line.

The chain, best known for its Frappuccinos, will have U.S. workers write "Race Together" on cups. Starbucks also plans to start publishing "conversation guides" on the topic, with questions like "How have your racial views evolved from those of your parents?"

During its annual meeting in Seattle, Schultz said the company is trying to use its massive reach for good: "Some in the media will criticize Starbucks for having a political agenda. Our intentions are pure."

The campaign is the latest example of a big company trying to tie its brands to big social issues. The move comes as consumer brands acknowledge that customers are increasingly drawn to companies that project a feel-good image or embrace social causes.

But it also illustrates how such efforts can fall flat if people don't see a clear correlation between the social cause and the company's products. After it was announced early this week, the Starbucks' campaign was widely ridiculed on social media by people who said it's opportunistic and inappropriate for a coffee chain to insert itself into such an important issue. Others questioned whether Starbucks executives think the chain's workers could spark productive conversations about race relations while serving lattes.

An executive on Starbucks' communications team, Corey duBrowa, even blocked people on Twitter before temporarily taking down his account. DuBrowa later said in a post on Medium that he felt he was being "personally attacked in a cascade of negativity" and



AP Photo/Ted S. Warren
Starbucks CEO Howard Schultz speaks while photos of coffee cups with #RaceTogether written on them are projected behind him Wednesday at the coffee company's annual shareholders meeting in Seattle. Schultz said baristas in U.S. stores will be writing the words on cups served to customers in an effort to improve awareness of race relations.

that he had gotten overwhelmed. At its annual meeting, Schultz said he didn't think Starbucks would solve the country's "centuries old problems of racism" but that he thinks it can make a difference. He said workers don't have to participate, and that stores will make customers another drink or cover up cups if they don't like the message. "This is not a marketing or P.R. exercise," Schultz said.

Laura Ries, a branding consultant based in Atlanta, said that addressing big, important issues of the day has become a way for companies to make themselves a part of the conversation. Otherwise, nobody is sitting around on Twitter discussing brands, she said.

Dove soap has generated widespread praise for its campaign celebrat-

ing "Real Beauty" by featuring women who don't look like the typical models. Always, which makes products for women, also got praise for an ad that ran during the Super Bowl seeking to empower young girls. But those were messages that had ties to the products; people don't associate their morning coffee with race.

"There's nothing wrong with talking about race relations," Ries said. "But is it something people naturally associate with Starbucks? It's not."

Starbucks board member Melody Hobson gave a speech during the annual meeting called "Color Blind or Color Brave," in which she detailed the lack of diversity on corporate boards and recounted being mistaken for the kitchen help in the past.

Corrections

The East Oregonian works hard to be accurate and sincerely regrets any errors. If you notice a mistake in the paper, please call 541-966-0818.

EAST OREGONIAN

— Founded Oct. 16, 1875 —

211 S.E. Byers Ave., Pendleton 541-276-2211
333 E. Main St., Hermiston 541-567-6211
Office hours: Monday through Friday, 8 a.m. to 5 p.m.
Closed major holidays

www.eastoregonian.com

To subscribe, call 1-800-522-0255
or go online to www.eastoregonian.com
and click on 'Subscribe'

East Oregonian (USPS 164-980) is published daily except Sunday, Monday and Dec. 25, by the EO Media Group, 211 S.E. Byers Ave., Pendleton, OR 97801. Periodicals postage paid at Pendleton, OR. Postmaster: send address changes to East Oregonian, 211 S.E. Byers Ave., Pendleton, OR 97801. Copyright © 2015, EO Media Group

Subscriber services:

For home delivery, vacation stops or delivery concerns: 1-800-522-0255

Didn't receive your paper? Call 1-800-522-0255 before 5 p.m. Tuesday through Friday or before 10 a.m. Saturday for same-day redelivery

SUBSCRIPTION RATES		
	Local home delivery	Savings off cover price
EZPay*	\$14 per month	41 percent
One year	\$168.61	41 percent
6 months	\$88.53	38 percent
3 months	\$46.38	35 percent
4 weeks	\$15.00	31 percent

*EZ Pay = one-year rate with a monthly credit or debit card/check charge

Single copy price:
\$1 Tuesday through Friday, \$1.50 Saturday

ADVERTISING

Advertising Director: Jennine Perkinson
541-278-2683 • jperkinson@eastoregonian.com

Multimedia consultants

- Jeanne Jewett
541-364-4531 • jjewett@eastoregonian.com
- Stephanie Burkenbine
541-564-4538 • sburkenbine@eastoregonian.com
- Dayle Stinson
541-966-0806 • dstinson@eastoregonian.com
- Terri Briggs
541-215-0447 • tbriggs@eastoregonian.com

Classified Advertising:

1-800-962-2819 • classifieds@eastoregonian.com

Legal Advertising:

Amanda Jacobs
541-278-2683 • ajacobs@eastoregonian.com

Real Estate Advertising:

Jodi Snook
541-278-2670 • jnook@eastoregonian.com

NEWS

To submit news tips and press releases: • call 541-966-0818 • fax 541-276-8314 • email news@eastoregonian.com

To submit community events, calendar items and Your EO News: email community@eastoregonian.com or call Tammy Malgesini in Hermiston at 541-564-4539 or Renee Struthers in Pendleton at 541-966-0818.

To submit engagements, weddings and anniversaries: email rstruthers@eastoregonian.com or visit www.eastoregonian.com/community/announcements

To submit a Letter to the Editor: mail to Managing Editor Daniel Wattenburger, 211 S.E. Byers Ave., Pendleton, OR 97801 or email editor@eastoregonian.com.

To submit sports or outdoors information or tips: 541-966-0838 • sports@eastoregonian.com

COMMERCIAL PRINTING

Production Director Jake Duquette
541-966-0815 • jduquette@eastoregonian.com

AccuWeather.com Forecast

TODAY	FRIDAY	SATURDAY	SUNDAY	MONDAY
Mostly sunny and mild	Partly sunny and mild	Cooler with a shower or two	Pleasant and warmer	Mostly cloudy, showers around

PENDLETON TEMPERATURE FORECAST				
Today	Fri.	Sat.	Sun.	Mon.
69° 40°	68° 46°	61° 35°	67° 44°	61° 38°

HERMISTON TEMPERATURE FORECAST				
Today	Fri.	Sat.	Sun.	Mon.
70° 37°	69° 43°	65° 33°	68° 39°	64° 37°

ALMANAC

PENDLETON

through 3 p.m. yesterday

TEMPERATURE	HIGH	LOW
Yesterday	59°	42°
Normals	56°	36°
Records	76° (1934)	15° (1965)

PRECIPITATION
24 hours ending 3 p.m. 0.00"
Month to date 0.46"
Normal month to date 0.76"
Year to date 2.01"
Last year to date 3.61"
Normal year to date 3.27"

HERMISTON

through 3 p.m. yesterday

TEMPERATURE	HIGH	LOW
Yesterday	63°	43°
Normals	58°	35°
Records	75° (1972)	10° (1965)

PRECIPITATION
24 hours ending 3 p.m. 0.00"
Month to date 0.19"
Normal month to date 0.56"
Year to date 1.25"
Last year to date 2.23"
Normal year to date 2.80"

SUN AND MOON

	New	First	Full	Last
Mar 20	Mar 26	Apr 4	Apr 11	

REGIONAL FORECAST

Coastal Oregon: Times of clouds and sun today; pleasant in central parts. Mostly cloudy tonight.

Eastern and Central Oregon: Mild today with sunshine, but some clouds near the Cascades; pleasant in the south.

Western Washington: Mostly cloudy today; a little rain at the coast in the afternoon.

Eastern Washington: Partly sunny today. Partly cloudy tonight, but mostly cloudy in the north.

Cascades: Mild today with times of clouds and sun. Mostly cloudy tonight.

Northern California: Mostly sunny today. Increasing cloudiness at the coast tonight; partly cloudy elsewhere.

REGIONAL CITIES

	Today			Fri.		
	Hi	Lo	W	Hi	Lo	W
Astoria	61	48	c	61	46	r
Baker City	63	29	s	66	42	pc
Bend	66	34	pc	64	34	pc
Brookings	59	46	pc	57	48	pc
Burns	64	27	s	67	35	pc
Enterprise	62	32	s	64	39	pc
Eugene	67	41	pc	66	44	c
Heppner	67	35	pc	64	40	pc
Hermiston	70	37	pc	69	43	pc
John Day	65	38	s	65	42	pc
Klamath Falls	65	29	s	60	36	pc
La Grande	66	34	s	67	44	pc
Meacham	63	31	s	65	38	pc
Medford	71	41	pc	67	43	pc
Newport	58	47	c	59	47	r
North Bend	61	46	pc	62	49	r
Ontario	65	34	s	70	44	pc
Pasco	72	37	pc	70	45	pc
Pendleton	69	40	s	68	46	pc
Portland	68	44	pc	67	48	c
Redmond	69	31	pc	66	35	pc
Salem	67	42	pc	67	46	c
Spokane	60	39	pc	64	44	pc
Ukiah	65	35	s	65	40	pc
Vancouver	67	42	pc	66	46	c
Walla Walla	70	46	s	69	50	pc
Yakima	70	37	pc	68	42	pc

WORLD CITIES

	Today			Fri.		
	Hi	Lo	W	Hi	Lo	W
Beijing	68	40	pc	66	41	pc
Hong Kong	79	68	pc	78	68	pc
Jerusalem	57	43	s	56	41	s
London	49	38	pc	55	40	pc
Mexico City	74	52	pc	75	51	pc
Moscow	48	29	pc	48	31	s
Paris	51	40	c	59	38	pc
Rome	62	45	s	61	44	pc
Seoul	65	38	s	66	37	pc
Sydney	83	68	s	83	67	pc
Tokyo	63	49	r	57	47	c

WINDS

(in mph)	Today	Friday
Boardman	WSW 3-6	WNW 3-6
Pendleton	WSW 3-6	W 4-8

UV INDEX TODAY

0 2 4 4 2 0

8 a.m. 10 a.m. Noon 2 p.m. 4 p.m. 6 p.m.

0-2, Low 3-5, Moderate 6-7, High; 8-10, Very High; 11+, Extreme

The higher the AccuWeather.com UV Index™ number, the greater the need for eye and skin protection.

Forecasts and graphics provided by AccuWeather, Inc. © 2015

NATIONAL WEATHER TODAY

Shown are noon positions of weather systems and precipitation. Temperature bands are highs for the day.

National Summary: A cold day is forecast for the Northeast today with sunshine. A large area of rain will extend from the southern Plains to the southern Atlantic Seaboard. Spotty showers will affect the Four Corners.

Yesterday's National Extremes: (for the 48 contiguous states)
High 88° in Tampa, Fla. Low 4° in Greenville, Maine

NATIONAL CITIES

	Today			Fri.			Today			Fri.			
	Hi	Lo	W	Hi	Lo	W	Hi	Lo	W	Hi	Lo	W	
Albuquerque	62	43	sh	61	41	sh	Louisville	55	47	r	59	42	pc
Atlanta	56	47	r	68	52	c	Memphis	63	52	r	61	46	sh
Atlanta City	39	32	pc	41	35	r	Miami	86	67	pc	87	70	s
Baltimore	49	33	pc	39	33	sn	Millwaukee	46	36	pc	56	38	pc
Billings	61	41	s	66	38	c	Minneapolis	53	37	c	58	29	pc
Birmingham	71	56	sh	71	50	sh	Nashville	55	51	sh	62	43	c
Boise	64	40	s	72	48	s	New Orleans	79	64	sh	80	64	c
Boston	33	19	s	35	29	sn	New York City	41	30	s	37	31	sn
Charleston, SC	63	56	sh	74	55	c	Oklahoma City	63	46	sh	68	49	pc
Charleston, WV	53	42	r	55	41	r	Omaha	58	32	pc	69	37	s
Chicago	50	36	pc	56	41	pc	Philadelphia	46	31	pc	39	33	sn
Cleveland	42	32	pc	45	36	pc	Phoenix	78	62	sh	83	62	pc
Dallas	75	57	sh	64	56	sh	Portland, ME	31	15	s	35	26	pc
Denver	53	35	sh	69	38	s	Providence	34	20	s	33	28	sn
Detroit	44	30	pc	51	40	pc	Raleigh	54	41	r	58	42	r
El Paso	69	48	c	70	50	sh	Rapid City	58	31	s	70	41	s
Fairbanks	38	16	s	39	10	s	Reno	71	37	s	71	33	s
Fargo	53	32	pc	43	19	pc	Sacramento	79	48	s	75	50	pc
Honolulu	81	67	pc	80	69	pc	St. Louis	49	41	r	63	46	pc
Houston	77	63	r	78	63	t	Salt Lake City	61	39	s	69	44	pc
Indianapolis	52	39	r	54	41	pc	San Diego	73	60	c	73	60	pc
Jacksonville	77	59	sh	82	60	c	San Francisco	68	52	pc	67	55	pc
Kansas City	49	35	r	67	42	pc	Seattle	61	49	c	63	50	c
Las Vegas	79	54	pc	80	55	pc	Tucson	71	53	sh	74	53	pc
Little Rock	60	53	r	63	50	pc	Washington, DC	53	35	pc	43	37	sn
Los Angeles	74	57	c	76	59	pc	Wichita	55	35	r	72	41	pc

Weather (W): s-sunny, pc-partly cloudy, c-cloudy, sh-showers, t-thunderstorms, r-rain, sf-snow flurries, sn-snow, i-ice.