Dear All,

Attached for your reference is the Roundup FTO deck we didn’t get to go through today.

Looking forward to presenting this to you during a telco soon.

Martin
ROUNDUP FTO GROWTH INITIATIVE

MORGES, FEBRUARY 12TH 2009
ROUNDUP FTO AS PART OF THE GROWTH INITIATIVES: WHY?

Preserve the value of a $470M GP business at the horizon of 2014 (draft LRP EMEA)

- Roundup is key to Monsanto in many aspects:
  - N°1 weedkiller all over the world
  - Fantastic brand
  - Close to 100% awareness amongs farmers around the globe
  - Outstanding contributor to Monsanto earnings
  - Pilar to the development of RR crops

BUT

- The political context in Europe is very much « against » pesticides
- Due to its leadership position, Roundup is the easy target chosen by opponents to attack Monsanto (GMO)
OBJECTIVES OF THE GROUP

- Summarize the issues and better understand what’s going on in terms of FTO in Europe
- Raise awareness of risks related to FTO issues and position Roundup FTO as a strategic priority that should be adequately resourced
- Identify gaps to fill and areas of improvement vs current plans
- How could we make things better or faster?
- Make a recommendation on what incremental resources would make a real difference and on what initiatives
Number of issues within the EU are beginning to have potential impact on the continued registration of Roundup.

Decisions are now politically motivated; in the past the regulatory system was science based.

Renewal of the Annex I inclusion of Glyphosate (expires in 2012)

=> political considerations determine the continued or restricted use of PPP

Need to engage in the political debate above our current activities to ensure that regulators and politicians are able to make informed decisions on the future registration of Glyphosate.
Registrations are under pressure and will be restricted
Losing a use or a registration has much more impact on the business vs a competitive product and it is immediate
Pressure on Roundup is increasing
- Water detects
- Dominant position
- Volume increase
- NK603 introduction
- Tox allegations
- Weed resistance
High awareness of Roundup is fuelled by adverse publicity => easy target with high political value
=> influence on regulatory restrictions

ROUNDUP (and Monsanto) are the target rather than glyphosate or generic products
Few allies for Ag Chem who will stand up and be heard
Knowledge gap: few potential allies understand the value of the product
Retailers (L&G) are considering moving to less controversial brands
Restrictions and taxation of classified products
Le Roundup nocif pour les cellules humaines

Une étude réalisée, à Caen, par le laboratoire du professeur Gilles-Eric Séralini s'inquiète des effets du désherbant Roundup sur la santé.

La dernière étude faite par votre laboratoire dénonce les effets du Roundup sur la santé. Nous avons voulu vérifier les résultats de tests antérieurs sur le désherbant Roundup, sur des cellules embryonnaires, pour des aventes de contrôle, et aussi sur des cellules tissulaires. Les résultats obtenus montrent que le Roundup a un effet nocif sur les cellules embryonnaires, en diminuant leur capacité à se diviser et à se développer.

Comment avez-vous travaillé pour obtenir de tels résultats ?

Les tests ont été réalisés en utilisant 10 000 fois le désherbant vendu en magasin. Afin d'obtenir des résultats, nous avons utilisé la cellule embryonnaire du foie de rat. Les cellules ont été cultivées dans des conditions de culture normales, mais en présence du Roundup. Nous avons observé les effets de ce désherbant sur les cellules

Pouvez-vous dire quelles étaient les conditions de culture ?

Les conditions de culture étaient les suivantes : température de 37°C, humidité de 95%, et un milieu de culture standard contenant du Medium Eagle et du facteur de croissance. Le Roundup a été ajouté à la concentration de 10 000 fois celle de la concentration utilisée dans les tests de laboratoire.

Pourquoi avez-vous choisi de publier une étude comme celle-ci ?

Nous voulons sensibiliser les gens à l'importance de la réglementation des produits chimiques, en particulier des désherbants. Les tests antérieurs n'ont pas été faits de manière rigoureuse, et il est nécessaire de faire des recherches supplémentaires pour comprendre les effets à long terme de ces produits.

Présentiez-vous-vous comme un expert dans ce domaine ?

Oui, j'ai une expertise en biologie moléculaire et en toxicologie, et je travaille depuis de nombreuses années sur les effets des désherbants sur la santé humaine.

Le Roundup nocif pour les cellules embryonnaires

L'herbicide Roundup toxique pour les cellules embryonnaires

L'herbicide le plus utilisé au monde, le Roundup de Monsanto, a des effets délétères sur des cellules embryonnaires et des tissus placentaires humains, et agit comme un perturbateur endocrinien, selon une étude dirigée par Gilles-Eric Séralini (université de Caen), membre du Comité de recherche et développement de l'Europe.

Pourquoi avoir choisi de publier une étude comme celle-ci ?

Nous voulons sensibiliser les gens à l'importance de la réglementation des produits chimiques, en particulier des désherbants. Les tests antérieurs n'ont pas été faits de manière rigoureuse, et il est nécessaire de faire des recherches supplémentaires pour comprendre les effets à long terme de ces produits.

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Le Roundup toxique pour les cellules embryonnaires
KEY ISSUES – INTERNAL

- Defense of Roundup brand and use is key to allow RR launch and development
- Roundup is no longer a "cash cow" => critical business priority, alone and for future RR business
- Internal knowledge gaps; awareness and priority of chemistry vs biotech/seed defense
- No formalized way of exchanging FTO info across the EA org.

- No political lobbying for Roundup (generic agchem through ECPA)
- CA targets only recently aligned to support Roundup
- Portfolio developments used to focus on COGs and efficacy, not on low risk/hazard (classifications)
- Opportunity to build and defend brand value by taking leadership
SO FAR, FTO ISSUES HAVEN’T HAD CLEAR IMPACT ON THE AG BUSINESS...

... but RISK IS HIGH:

- Loss or restriction of registration would have a direct and immediate impact on the business
- Buffer zones vs water points: already implemented
- Registration withdrawals on coco-amine formulations in FR
- Politically driven project in GY for ban of tallow-amine based formulations
- What happens in one country (FR, GY, NL) could have short or mid term an impact in other countries – ripple effect

L&G and Industrial markets already affected:

- French L&G distribution turning away from chemical pesticides (retailer Botanic) or just from Roundup (choice of a less controversial brand)
- Huge pressure through legal cases (complaints for misleading advertising) – success rate of legal cases in FR has dropped dramatically vs past
- Banning of pesticides uses in some municipalities
MANY FTO INITIATIVES GOING ON IN EUROPE

Roundup FTO group in Brussels (Xavier Belvaux): RA/SA/CA
- EQS: Avoid inclusion of glyphosate and AMPA in the PSH list (hazardous substances list)
- Annex 1 renewal at EU level
- Prepare ground for RR introduction
- Sustainable use directive
- Assess Impact of Best Practices: initiate new studies (hard surfaces, vineyards...)

TD and Stewardship ongoing efforts
- Water detects: contacts with water industry, studies, monitoring analysis
- Weed resistance management: LT approach to building network
- Benefits document
- Political lobbying through ECPA
- Scientific support: need to identify scientists per country (position papers,...)

Local initiatives such as in France:
- Develop farmers networks (CT) to talk about Rup for their own ag practice=> field work
- Use other farmers as stakeholders to avoid ban of chemical cover crop destruction (before June 2009)
- Organization modified to take FTO into account
- Need for specific L&G and amenities projects
MANY INITIATIVES BUT WITH A LACK OF COORDINATION

No need to reinvent the wheel

But clear need to circulate at country level what’s happening at EU level and the other way around

Missing processes: need to treat FTO as a strategic priority and manage it as a marketing plan (who, what, when, how much?)

ROUNDUP FTO NEEDS A CHAMPION AT EMEA LEVEL

ROUNDUP FTO NEEDS A TASK FORCE

Additional ressources would allow to better or faster exploit existing material, to create new material (studies for example) to justify our assertions, and to communicate
Coordinate actions

Ensure consistency in communication around FTO issues

Create links with other initiatives (such as CA/Biotech Growth Initiative and SYI)

Lead a Roundup/Glyphosate FTO task force

Clearly identified person in charge with full endorsement of EMEA management

Could be European Agchem PM (open position)
ROUNDUP/GLYPHOSATE FTO TASK FORCE

- Multi-functional group with representatives of
  - Agchem Businesses
  - Regulatory affairs
  - Scientific affairs
  - Corporate affairs
  - TD & Stewardship

- Agree on Roundup FTO Strategy
- Define an annual Action plan, priorities and resources
- Ensure inclusion of action plan in yearly budget exercise
- Coordinate at country level: assign Roundup FTO responsibility (person or multi-functional group)
- Measure progress and assess results
IDENTIFIED NEEDS: TRAINING (1/2)

INTERNAL

- Raise awareness of FTO issues and their importance for the company
- Train sales forces, TD, new comers and potentially all employees

EXTERNAL

- To farmers and retailers:
  - provide basic information on Roundup
  - Need to reassure them on:
    - Toxicity
    - Ecotoxicity
    - Resistance
    - Usage
    - Regulatory evolutions
IDENTIFIED NEEDS: TRAINING (2/2)

INTERNAL

- Proposed actions:
  - develop CBT mandatory for all employees. Cost: 50k$ to 200K$; Timing: 6 months to 1 year (« regular » CBT or on-line tailor-made training such as Roundup Academy in L&G...)
  - Include FTO objectives in the DPR to make sure each employee participates in the effort. No cost; as of 2010 goal setting exercise
  - FTO special section in On-boarding programs in all countries:
    - make status of existing programs at country level
    - Identify synergies
  - Identify at least one FTO champion in each country

EXTERNAL

- Retailers:
  - include training of distribution sales forces into commercial policy
    - Face to face in annual meetings
    - CBT
  - Use ECPA & local industry associations to initiate trainings on PPP
    - Use TOPPs material
- From retailers to farmers:
  - Cascade above training to growers
- Directly to farmers:
  - Use the Internet
  - Organize at local level special events around weed resistance management
IDENTIFIED NEEDS:
COMMUNICATION (1/2)

INTERNAL
- Be ready to reactively address issues when they arise
- Communication strategy made clear to employees
  - vs current misunderstanding
- More support needed from CA

EXTERNAL
- Be vocal to defend the brand, express our position & restore trust
  - With customers
  - With farmers/users
  - With the media
- Develop proactive communication on Roundup: create opportunities to deliver positive messages on the brand
- Identify Stakeholders (KIPs) for endorsement
IDENTIFIED NEEDS: COMMUNICATION (2/2)

INTERNAL
- Position papers, Q&A ready on time
- Management support and clear communication in crisis context (cf MM. Robin case)
- CA teams in some countries (FR) made able to address immense task (GMO and Roundup FTO in AG, Amenities and L&G) and defend businesses
  - Dedicated headcount for Roundup FTO?
  - Benchmark our current organization vs competition
  - PR/PA agency support

EXTERNAL
- Customers:
  - Newsletters/regular communication
  - Information meetings with teams/special events
- Farmers:
  - Make better use of Internet to communicate directly to farmers
  - Benefits document
- Media:
  - Use study results to create new news
  - Explain benefits (link with Benefit document)
  - Links with SYI
  - Constantly promote and explain Best Practices (use TOPPs messages)
- Stakeholders:
  - establish process and plan for political lobbying, create missing link with country teams
SUMMARY

- FTO is a critical piece of our business
- Risk is high, politically driven, emphasized by anti-pesticides context
  => NEED TO PREPARE FOR THE FUTURE
- Need to better organize & ressource the defense of Roundup and glyphosate
  - Implement adequate organization to focus on Roundup FTO and coordinate efforts
  - Manage FTO plan as a marketing plan, included in yearly cycle
  - Build stronger bridges between global and local initiatives
  - Better communicate around actions
  - Better valorize key initiatives, esp those who will have impact in other countries
**NEXT STEPS**

- Elect the Roundup FTO champion
  - Who: Agchem lead with endorsement of EMEA LT
  - When: now or within recruitment timing (EMEA Agchem PM?)

- Gather the Roundup FTO task force & lead:
  - Who: TBC with endorsement of EMEA LT
  - When: now

- Define EMEA Roundup FTO strategy and detailed action plan including plans at country level
  - Who: Roundup FTO champion and Roundup FTO task force
  - When: ASAP
THANK YOU
### FTO ISSUES NOT AFFECTING ALL EMEA COUNTRIES SAME WAY

**Volume in KREL**

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**Risk/health problem** | **Risk/Water detects** | **Risk/efficacy, resistance** | **Benefits perception** | **Acceptance pressure** |
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**Ranking of countries on 2014 LRP GP**

Determine which FTO/Stewardship factor affects each country and which has most impact on GP.
KEY ISSUES

FTO IN FRANCE
Monsanto is the final target but ROUNDUP is attacked

Post M-M. Robin situation in 2008:

HUGE press coverage
- From 100 million in 07 to over 250 million negative contacts in 08
- Roundup as a product is attacked
  - Toxic
  - Cancer
  - Poison
  - Gardeners asbestos
  - Polluting
  - Recently proved to be carcinogenic
  - Endocrine disruption

Seralini « 3 » to start 2009 with

Monsanto not vocal => critical political decisions with restrictions
For Roundup

- Restrictions could directly impact our business
  - Uses the more at risk: vineyard / Around the farm / amenity / L&G

- Media pressure is damaging / eroding the high value perception of Roundup brand

- Roundup: the only brand quoted
  - Perception that Roundup is more dangerous than a generic formulation

For pesticides

- A legal ban of advertising is possible
Public opinion
- Frustrated by recent food scares: BSE, dioxin, contaminated blood
- Increasing public sensitivity to agriculture practices (pesticides, GMOs)
- Unacceptable perceived water contamination with pesticides
- Lack of experts and scientists' credibility

Politicians and local authorities
- Promotion of sustainable agriculture by Minister of Ag, including pesticide volume reduction
- More and more decentralized and non concerted actions / decisions / controls
- Organic-like agriculture systems promoted by politicians, public and stakeholders
- Some non rational decisions have been taken by politicians
  - French level: ban Regent and Gaucho
  - European level: paraquat non inclusion
  - Le Grenelle de l'Environnement
- Authorities don't even dare defend current evaluation system in front of attacks
A general context: opponents and official messages are to ban / reduce pesticides use

2 months of media crisis: MM Robin Documentary & book / new GMO bill
- Broadcasting of the documentary by Marie-Dominique Robin “the world according to Monsanto”
- 1st target: GMO
- Lot of negative messages on Roundup, a “product which carcinogenicity is now proven”
- widely announced by the media several weeks before
- The rapporteur of the GMO bill at the National Assembly even quoted the documentary in his official report
- A Green MP organized a viewing of the documentary at the National Assembly, just the day before the Plenary discussion of the GM bill (March 31)
- The book is distributed to politicians / Monsanto was quoted 50 to 60 times during the debate at the National Assembly
- The strategy of the opponents to GM is very clear: they want to kill Monsanto, to kill the technology and to stop the GM law
France has been condemned by Europe for nitrates content in drinking water above 50g/l.

On March 26, the Ministers of Ecology and Agriculture have published a ‘circulaire’ (official document) giving recommendations to local authorities to write decrees for water quality improvement.

Measures on ‘water sensitive areas’ must be published on January 2009.

The frame given by the Ministers are:
- Permanent buffer zone of minimum 5m along all water bodies
- Cover crop on all soils during the period of risk of run off. On all vulnerable area, the cover crop will be an obligation. The objective is to reach 100% of cover of the cultivated areas for 2012.
- The issue: they recommend mechanical destruction of the cover crop and propose the prohibition of chemical destruction
- Local (département) decision to be taken before the end of this year
- A lot of discussion will occur in July

In Poitou: vulnerable area / the battle is uncertain => decision made to cancel billboard campaign for summer 08
Implementation of the Water Framework Directive
Draft Water Agency « Seine Normandie »
Reduce by 30 % to 50 % the glyphosate presence in water
WHAT DO WE DO?

Stewardship / technical teams

- Glyphosate water contamination:
  - Create and provide information's/tools necessary to scientifically defend glyphosate water issues
- Glyphosate & Roundup Tox allegation:
  - Defend glyphosate & Roundup against all toxicological allegations (Bellé / Seralini … studies) by asking to the officials or independent experts to write reports/publications refuting their conclusions
- Glyphosate weed resistance management
- Glyphosate GAP promotion
- Farmers mobilization to defend glyphosate
DO WE HAVE TO GO FURTHER?

- There is effectively no political lobbying for Roundup: generic agchem through Industry Unions (ECPA / UIPP)
- Proactive action
  - Alignement of our messages
    - Good sharing « internally »: Monsanto / Scotts / Industry unions / Supportive Farmer associations
  - Define our targets
  - How can we leverage our messages to our key targets?
    - Priority / Resources
- Communication crisis
- Secure our future portfolio with non classified formulation
FRANCE PUBLIC AFFAIRS
COMMUNICATION STRATEGY
PROPOSALS

GLOBAL & FRANCE MEETING
LA GRANDE MOTTE, 2008 JULY 8TH AND 9TH
CONTEXT: ATTACKS, THREATS BUT POTENTIAL

• Why France has such reaction to our activities?
  • Emotional on food
  • Tradition of ideology and contestation
  • Debates are not science-based
  • Sanitary crisis
  • Farmers disliked
  • Leadership disliked - anti-Americanism

• Very active opponents - orchestrated attacks
  • Roundup and MON810 strongly challenged → permanent crisis
  • Robin’s movie → company reputation is a disaster

• Threats to Monsanto: doubts are growing with potential risk for business
  • Scaring leadership
  • "Fantasm" on Monsanto emphasized by our silence
  • Public opinion creates conditions of decisions → we are the « symbol to kill »
    • MON810 – ban
    • Roundup – risk of restrictions
    • Monsanto – defamation

• Opportunities
  • Global context
  • Facts and products « are playing for us »
  • Vocal stakeholders and wide network
  • Confused but very motivated teams
TODAY, GLOBAL CA GUIDELINES ARE DIFFICULT TO USE IN FRANCE

• Biotechs more than Roundup
CA communication focused on biotechs because priority given to « not yet accepted » techs → Today, Roundup « acceptation » is threatened too

• Stakeholders more than Monsanto
« Pool game » strategy because stakeholders are more credible than us → Today, Monsanto's reputation makes it difficult to find vocal stakeholders who are expecting Monsanto to be vocal too: in France, you are suspected to be corrupted by Monsanto if you claim you are pro-biotech

• Benefits more than issues
Communication expected on benefits because communication on issues is disturbing and makes polemics bigger → Today, fire is maintained by the activists whatever our silence, and our refusal to respond on issues presents Monsanto as an arrogant and media opportunist company
TODAY, WE RECOMMEND TO BUILD A MORE OFFENSIVE STRATEGY OF COMMUNICATION

• Challenges
  • a technology « to be accepted »
  • an agchemical product which is an « clay feet colosseum »
  • an « unpleasant » company....in France

• The strategic proposal
  • Multitargets
  • Pluritactical
  • Customized for France

• Structure of the strategy : 3 focus
  • Biotech : remain the « heart » of CA communication
  • Roundup : the emergency of CA communication
  • Monsanto corporation : critical situation → we want and have to become « pleasant »
2) ROUNDUP
ROUNDUP: CONTEXT

- Pesticides: post-grenelle + organic fashion
- Roundup and glyphosate: 3 weaknesses
  - Water detections
  - Lack of studies on the surfactant
  - GP advertising necessary to Garden brand leadership
- Image + regulatory threat: risk of imminent ban or restriction
  - Local decrees of ban already taken
  - Rationalization of gly uses by French technical institutes
  - Risk of Roundup listed on EU priority listing for water monitoring
  - Gaucho/Regent scenario → irreversibility beyond any scientific assessment
  - Attack against Monsanto and biotech via Roundup (symbol of « pesticides to kill »)
- Current limits
  - Silence does not stop fires → critical point
  - Difficult to get scientist or farmer endorsement if we remain silent
  - Roundup com = « vicious circle » → defend the product without exposing it too much
  - Is a lawsuit an option? Chances to win are close to inexistant...
ROUNDUP : OBJECTIVE ET TACTICS

- Objective: maintain key decision-makers' perception positive on Roundup safety and utility in order to secure approved uses and users' access

- Tactics: neutralize attacks in order to initiate positive communication
  - Limitate increasing unpopularity of Roundup falling down false allegations
    = restore acceptable conditions of reputation for the product
  - Encourage recognition that sustainable ag will go through Roundup use
    = start to install Roundup as a sustainable tool

- 5 tactical focus
  1) Media: Monsanto to be vocal in the media in order to encourage endorsement by our allies
  2) GP Journalists: reduce false media allegations and create opportunities for network
  3) Authorities: alert them on utility of glyphosate pointing the threat of a restriction scenario
  4) Customers and users: motivate them to be vocal on glyphosate as a sustainable tool
  5) Our teams: arm our teams to better forward Roundup messages
1. MEDIA: MONSANTO TO BE VOCAL IN THE MEDIA TO ENCOURAGE ENDORSEMENT OF ROUNDUP MESSAGES BY OUR ALLIES

- **Targets**: general public media and trade media

- **Messages**: Roundup is safe and useful, Monsanto defends it publicly

- **Actions**
  - Reactive PR → press releases, press conferences and briefs, interviews – 08/09
    - Not wait for media requests
    - Works when we do it - examples
  - Proactive PR → PR agenda to develop positive stories and coverage – 08/09

- **Some tools**
  - Support of a PR agency – logistics and production
  - Reassuring Roundup brochure (utility, safety, environment) - Oct 08
  - All Q&A about Roundup
  - Q&A about utility oriented on « which consequences for Ag and Lawn markets in case of use restrictions? »
2. GENERAL PUBLIC JOURNALISTS: REDUCE FALSE MEDIA ALLEGATIONS AND CREATE OPPORTUNITIES FOR NETWORK

• Target: general public journalists

• Message: a lot of false allegations on Roundup and glyphosate

• Action: « off » mails to chief editors in case of very bad and false coverage
  • Make regular pedagogy and show proofs of openminded attitude
  • Non hostile mails – informative and argumentative
  • Example of the Pesticide Union

• Some tools
  • Support of a PR agency
  • Reassuring Roundup brochure (utility, safety, environment) - Oct 08
  • All Q&A about Roundup
  • Q&A about utility oriented on « which consequences for Ag and Lawn markets in case of use restrictions? »
3. AUTHORITIES : ALERT THEM ON GLYPHOSATE UTILITY POINTING THE THREAT OF A « RESTRICTION » SCENARIO

- National and local political and regulatory decision-makers

- Message: Roundup is a necessity for Ag and towns + good practices

- Action: emergency plan of local contacts for Brittany – 3Q/4Q 08
  - 3 priority regions → reactive contacts in case of issue
  - Brittany pilot region → Preventive contacts (RA, Marketing, TD, commercial – coordination by PA lead)
    - Local and regional administration
    - Ag Chambers
    - Mayors
    - Env associations → mapping
    - Water production unions → mapping

- Some tools
  - Q&A about utility oriented on « which consequences for Ag and Lawn markets in case of use restrictions? »
  - Proposal « what would we let if it was requested »
  - Reassuring Roundup brochure (utility, safety, environment) - Oct 08
  - All Q&A about Roundup
  - Analysis of IFEN water data
4. CUSTOMERS AND USERS: MOTIVATE THEM TO BE POSITIVELY VOCAL ON GLYPHOSATE AS A SUSTAINABLE TOOL

- Target: customers and users – Ag and non-ag markets

- Message: utility and good practices

- Actions
  - Actions targeting ag and non-ag customers and users
    - Create a « Roundup Price » to encourage projects limiting glyphosate presence in water - 09
    - Attend agricultural general public fairs with Roundup kits - 09
    - Monsanto presence in the media (cf infra) – 08/09
  - Actions targeting Ag customers and users
    - Set up and moderate local think tanks (distrib/farmers) on Roundup - 09
    - Help reduced or no tillage farmers networks to defend glyphosate - 09
    - Contribute to legitimate IAD - 09
    - Convey positive messages on Roundup at coops commercial launches – oct 08
  - Actions targeting Garden customers
    - Scotts: regional tour + e-learning – Apr 08 + 09
    - Retailers: direct link with Monsanto – 08/09

- Some tools
  - GP animation kits
  - e-learning
  - Reassuring Roundup brochure (utility, safety, environment) - Oct 08
5. OUR TEAMS : ARM OUR TEAMS TO BETTER FORWARD ROUNDUP MESSAGES TO CUSTOMERS AND STAKEHOLDERS

• Target : regional teams

• Message : all Roundup and gly messages (utility, safety, env. et GP)

• Actions
  • 2008 commercial launch focused on Roundup to help forwarding messages at distributors launches – Fall 08
  • UIPP training for regional teams (inter-companies) - 09
  • Monsanto EMEA communication training (RR) for France employees – 09/10

• Some tools
  • « All ambassadors » UIPP training shaped for regions
  • Monsanto CA EMEA training (RR part)
  • All Q&A about Roundup
  • Reassuring Roundup brochure (utility, safety, environment) - Oct 08
  • e-learning
  • internal event and meetings (cf infra)