

Focus Area	Activity	Responsible Party	Contact Person(s)	Target Date	Comments
Volatility Assessment	Review laboratory and field methods used by both companies to assess volatility	BASF & MON	W. Abraham, S. Brunt	May 20, 2011	
Volatility Assessment	Identify most relevant tank mix partners (including AMS) to evaluate using selected methods	BASF & MON	Murdock / Asher	May 20, 2011	
Volatility Assessment	Review 2011 field protocols to ensure both companies are testing the appropriate rates, combinations, etc.	BASF & MON	Bussler, Travers, Bowe	May 20, 2011	
Volatility Assessment	Confirm scheduled field trials are aligned between the parties and tests include both 1:2 and 1:3 ratios	BASF & MON	Murdock / Asher	May 20, 2011	
Volatility Assessment	Recommendation on common method(s) to be used to assess volatility in repeat lab studies by each party	BASF & MON	W. Abraham, S. Brunt	June 3, 2011	
Volatility Assessment	Review results of new lab studies conducted by each party using recommended method(s) and the same mixtures	BASF & MON	Abraham, Brunt, Bussler, Bowe	June 24, 2011	update to Aug 1st
Volatility Assessment	Develop technical recommendation regarding tank mix partners to be used in messaging	BASF & MON	DWG	Aug., 2011	
Volatility Assessment	Each company to independently review other candidates and, if possible, test using the standard volatility methodology that is agreed between the companies	BASF & MON	W. Abraham, S. Brunt	June 24, 2011	update to Aug 1st
2011 Field Trials	Field trial implementation	BASF & MON	Travers, Bowe	April - August, 2011	
2011 Field Trials	Technical tour for DWG members	BASF & MON	Travers, Bowe	June 27-30, 2011	
2011 Field Trials	Preliminary crop safety and weed control data summary available (confirm DLVF direction, include compatibility and formulation analyses)	BASF & MON	Bussler, Travers, Bozeman	Aug. 15, 2011	key milestone
2011 Field Trials	Final data review and assessment of formulation candidates, including yield data	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Dec. 5, 2011	
2011 Field Trials	Select lead DLVF candidate and confirm sample needs for 2012	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Dec. 9, 2011	
2011 Field Trials Stakeholder Outreach	Field tours Academic tours to obtain support for open comment periods	MON BASF & MON	Travers, Bowe Travers, Bowe	July - Aug, 2011 July 1-20, 2011	

Stakeholder Outreach	Finalize professional presentation meeting schedule, including SWSS event planning	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Aug. 15, 2011	
Regulatory Support	Provide input to Regulatory on number of field trials, size, crop/no crop, max amount of material	BASF & MON	Travers, Bowe	June 1, 2011	
Stewardship	Draft offsite movement BMPs	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	July 20, 2011	To be reviewed by RWG and CWG/denote final review and approval process and milestone date
Regulatory Support	Draft resistant weed recommendations	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	July 20, 2011	To be reviewed by RWG and CWG
Regulatory Support	Prepare DLVF herbicide labels * Master label (current and DT uses, combinations, etc.) *Commercial container label	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Dec. 9, 2011	
2012 Field Trials	Complete scope of 2012 field testing plan (for USDA permits)	BASF & MON	Travers, Bowe	Sept. 1, 2011	
2012 Field Trials	Finalize 2012 field trial and EUP plans	BASF & MON	Travers, Bowe	Feb. 2012	
2012 Field Trials	Implement 2012 field trials and EUP	BASF & MON	Travers, Bowe	Apr - Aug, 2012	
2012 Field Trials	Field tours / MON and BASF	BASF & MON	Travers, Bowe	Jun - Aug, 2012	
2012 Field Trials	Preliminary crop safety and weed control data summary available	BASF & MON	Travers, Bowe	15-Aug-12	
2012 Field Trials	Data review, including yield	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Dec., 2012	
Stakeholder Outreach	Academic tours	BASF & MON	Travers, Bowe	July, 2012	
Stakeholder Outreach	Commercial demonstration tours	BASF & MON	Travers, Bowe	Jul - Sept, 2012	
Stakeholder Outreach	Finalize professional presentation meeting schedule, including SWSS symposium	BASF & MON	Travers, Bowe	Aug. 15, 2012	
Regulatory Support	Provide input to Regulatory for 2013 EUP, if needed	BASF & MON	Travers, Bowe	June 1, 2012	
Regulatory Support	Label modification / finalization	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman	Sept, 2012	
Regulatory Support	Begin writing DGT cotton label	BASF & MON	Bussler, Travers, Murdock, Bowe, Bozeman, Voth	Sept, 2012	

2013 Field Trials	Complete field testing scope for 2013 for soy/cotton	BASF & MON	Travers, Bowe	Sept. 1, 2012	
Development	Initiate Brazil / LAS development team	BASF & MON	Bussler, Miranda, Murdock, Ghinlione	May - June, 2011	
Development	Finalize Brazil testing plan	BASF & MON	Murdock, Ghinlione	July 15, 2011	update owners
Development	Brazil timeline development	BASF & MON	Murdock, Ghinlione	July 15, 2011	With input from regulatory
Development	Finalize LAS testing plan	BASF & MON	Murdock, Ghinlione	Aug. 30, 2011	
Development	Establish Brazil field trials	BASF & MON	Murdock, Ghinlione	Nov, 2011 - May 2012	
Development	Brazil field tour	BASF & MON	Murdock, Ghinlione	Jan - April, 2012	
Development	Brazil data review	BASF & MON	Murdock, Ghinlione	July, 2012	
Regulatory	Provide first draft responses to expected public comments on MON DGA for OTT DT soybean use.	MON (all WGs)	Greg Watson	End of July 2011	Ensure alignment with other WGs on stakeholder list.
Regulatory	Provide feedback on draft responses to expected public comments on MON DGA for OTT DT soybean use	BASF		End of August 2011	
Regulatory	Coordinate with the CWG on appropriate stakeholder outreach to support the open comment period.	MON/BASF	??	End of August 2011	
Regulatory	Provide LOA to support BASF submission for use of Clarity OTT DT soy.	MON	Helen Mero	Submit within 30 days of the date that U.S. EPA approves the MON label for Dicamba DGA OTT DT Soy	
Regulatory	Submit new product registration for DLVF salts for use on conventional crops.	BASF	Jeff Birk	December 2011	
Regulatory	Inform MON about PRIA date for registration submission of DLVF on conventional crops	BASF	Jeff Birk	Within 5 business days of receiving PRIA date from EPA	
Regulatory	Provide information/needs for EUP submission	MON	Helen Mero	Mid June 2011	
Regulatory	Submit EUP for Clarity and DLVF for multi-company, multi-crops, multi-year.	BASF	Jeff Birk and Helen Mero	July 2011	Based on crop destruct status, PRIA timeline is 6 months.

Regulatory	Provide LOA to support MON registration of DLVF label for DT soybean	BASF	Jeff Birk	Within 30 days of the date BASF DLVF label is stamped by U.S. EPA	PRIA timelines 6 months.
Regulatory	Submit for approval of DLVF on OTT DT Soybean	MON	Helen Mero	Within 30 days of the date DGA salt OTT DT Soy is stamped by U.S. EPA	address question on timeline to approve DLVF OTT given DGA label
Regulatory	Generate back-up -residue data to support registration of DLVF OTT use on DT soybean. Add OTT DT Soybean use to DLVF label	MON BASF	Helen Mero	2012 field season	
Regulatory	Provide LOA to support BASF addition of OTT use on DT soy to DLVF label.	MON	Helen Mero	Within 30 days of the date DLVF label for OTT DT Soybean is stamped by U.S.	
Regulatory	Develop Canada work plan for DLVF Propose draft plan for Canada	BASF/MON BASF	Susanne Lingard	April 2012	
Regulatory	Provide feedback to the work plan for alignment	MON	Helen Mero	April 2012	
Regulatory	Submit MRL petition data	MON	Helen Mero	May 2011	
Regulatory	Provide LOA to support MRL petition	BASF	Susanne Lingard	Within 30 days of request by MON	
Regulatory	Take necessary action with KFEDA to delete previous Korean MRLs in favor of Codex MRLs.	BASF	Susanne Lingard	4Q 2012	
Regulatory	Submit Dicamba Import MRLs package for soybean, cotton and corn.	BASF	Susanne Lingard	2Q 2011	
Regulatory	Determine actions to support the dicamba MRL package.	MON	Helen Mero	June 2011	
Regulatory	Determine actions to support MRL establishment for soybean.	BASF	Susanne Lingard	October 2011	
Regulatory	Provide list of any additional countries needed for U.S. DT soybean launch.	MON	Helen Mero	June 2011	

Regulatory	Make submission for use of the BASF Dicamba DGA product on conventional crops.	BASF	Rodrigo Fiorati	December 2011	
Regulatory	Submit second product label for BASF Dicamba DGA product ("me-100") on conventional crops.	BASF	Rodrigo Fiorati	December 2011	Within 30 days of the date BASF receives approval of Dicamba DGA for conventional use.
Regulatory	Submit request for registration transfer of "Me Too" product label for use on conventional crops to MON.	BASF	Rodrigo Fiorati		Within 30 days of the date of trait approval by CTNBio
Regulatory	Submit registration request to add OTT use to DT Soy on the MON Dicamba DGA label.	MON	Cristina Sato		Within 30 days of the date of MON submission to request OTT use of DT soy on MON Dicamba DGA label
Regulatory	Provide LOA to support BASF registration of Dicamba DGA for OTT use on DT soy.	MON	Cristina Sato		
Regulatory	Submit registration request to add OTT use to DT Soy on the BASF Dicamba DGA label.	BASF	Rodrigo Fiorati		
Regulatory	Submit for use of Dicamba DGA OTT DT cotton in U.S., Canada, and Japan.	MON	Helen Mero	1Q 2012	
Regulatory	Develop a draft work plan for DLVF OTT DT cotton.	MON	Helen Mero	April 2012	
Regulatory	Make submission to increase CODEX cotton MRL sufficient for dicamba use on OTT DT cotton.	MON	Helen Mero	2015	
Regulatory	Define list of Import/Export MRLs needed for launch of DT Cotton in U.S.	MON	Helen Mero	4Q2011	
Communications	Update and share key messages for stakeholder discussions by May 13 so they can be complete by target date. Evergreen Q&A maintenance	BASF & MON	Nick Weber, Anne Burt	June 6th	Promote/build confidence in the system, current focus US and CA. Final legal approval by MON and BASF July 21st.
Communications	Develop communications calendar with key dates	BASF & MON	Nick Weber, Anne Burt	June 10th	Include key dates from regulatory timeline as well as internal and external events for communicating messages to employees and stakeholders

Communications	Proactive media plan	BASF & MON	Nick Weber, Anne Burt	TBD pending formulation decision	Focus on ag trades that reach customers-- develop targeted outreach to position leadership on BMPs/stewardship--anticipate EPA/DW actions--WS opportunities
Communications	Stakeholder Mapping to internal owners at BASF and/or MON and framework for coordination, alignment and metrics for stakeholder outreach activities	BASF & MON	Andrew Burchett*, Anne Burt*, Daniel Pepitone, Eric Kalasz, Steve Bowe, Luke Bozeman, Shannon Hauf, Cindy Arnevik, Matt Helms	Initial meeting -- planning, structure, agreement. End of May	Plan will organize and coordinate cross-functional outreach efforts within and between companies and will provide structure for multiple outreach periods from regulatory comment to product launch (e.g. DWG and CWG outreach to academic/industry stakeholders for EPA comment period in last half of 2011)
Communications	Dicamba Advisory Committee	BASF & MON	Kim Magin, Ron Repage	August	Agenda will include review of BMPs and benefits
Communications	Submit papers/topics for WS meetings	BASF & MON	DWG	September	
Communications	Outreach campaign for EPA comment period	BASF & MON	DWG, CWG	First outreach campaign	Comment period is expected in the second half of 2011
Communications	Outreach to support USDA comment period	BASF & MON	DWG, CWG, RWG	4th quarter	Comment period is expected in the first quarter of 2012
Stewardship	Identify tactics that could be used: Label, tech documentations (i.e. TUG), web training, formal training, BMP Incentive!	BASF & MON	Kim Magin, Matt Helms, Eric Kalasz, Scott Asher, RWG	Sept. NEPA submission to USDA	Promote best practices and alignment/support for stewardship plan
Stewardship	Application timing, rates, application conditions, application equipment, etc.	BASF & MON	Kim Magin, Anne Burt or Sandi Wilson	August 30th	BMP communication will reflect content of MON's September NEPA submission to USDA
Stewardship	BMPs	MON	Cindy Arnevik, Kim Megin	1st quarter 2012	
Stewardship	BMPs	BASF & MON	Kim Magin, Scott Asher, DWG	1st quarter 2012	
Stewardship	BMPs and outreach to grower ambassadors who can share successful experience with the technology	MON	Kim Magin	1st quarter 2012	
Marketing Approach	Complete and distribute MON/BASF communications materials for 2011 field season	BASF & MON	Matt Helms, Eric Kalasz, Sandi Wilson		
Marketing Approach	Develop Commodity Classic brand rollout plan	BASF & MON	Matt Helms, Eric Kalasz, Sandi Wilson	Initiate in June and develop through March of 2012	Commodity Classic (March 2012) is the proposed date for the system brand rollout
Marketing Approach	Outreach to key academics	BASF & MON	DWG	Prior to August 30	Alignment and endorsement of system and key messages

Marketing Approach	Share brand architecture	BASF & MON	Matt Helms, Mary Anne Kuhn, Eric Kalasz	June 9th	
Marketing Approach	Develop complementary brand strategy	BASF & MON	Matt Helms, Mary Anne Kuhn	June 27th	
Marketing Approach	Final branding discussion, field tours, planning for Sep. WSSA submissions and approach	BASF & MON	Matt Helms, Eric Kalasz, Mary Anne Kuhn	June 27th	This meeting is in Tunica and is followed by the June 28th field tours/University tech showcase
Marketing Approach	General recommendation for product use and system--burndown, pre/post, residual Rollout brand, communicate FABS, general technical recommendations, outlook for DLVF and BMP strategy	BASF & MON	Matt Helms, Eric Kalasz, Scott Asher	August 30th	In collaboration with DWG
Marketing Approach	Prepare and distribute talking points for key distribution customers	BASF & MON	Kalasz, Mary Anne Kuhn, Sandi Wilson	March of 2012	Commodity Classic
Marketing Approach	Prepare and distribute talking points for internal teams	BASF & MON	Randy Barker, Ron Repage	March of 2012	
Marketing Approach	Develop ASTA (Chicago) tradeshow strategy	BASF & MON	Kim Magin, Ron Repage, Sandi Wilson	September	ASTA is in early Dec.
Marketing Approach	Develop Beltwide Cotton Conferences tradeshow and presentation strategy	BASF & MON	Shannon Hauf, Scott Asher, DWG	Oct-Dec	Beltwide is in early January
Marketing Approach	Meet to develop Commodity Classic Strategy	BASF & MON	Kim Magin, Matt Helms, Eric Kalasz, Sandi Wilson	Nov/Dec	Commodity Classic is in Early March
Marketing Approach	Define operational contacts and establish process	BASF & MON	Randy Barker, Matt Helms, Ron Repage, Eric Kalasz	4th quarter 2011	
CWG general	Recommend commercial business participants for combined DWG, RWG, CWG group for Brazil and Argentina	BASF & MON	Barker, Repage	Week of May 16th	Ron Repage and Sheila Schuete will propose creating the Brazil sub group to AMT. Upon AMT approval Randy Barker and Ron Repage will propose participants
Coordination	Joint DWG / RWG / CWG meeting	BASF & MON	Repage, Schuete	Sept - Oct, 2011	