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**From:** dennis.holsteen@basf.com [dennis.holsteen@basf.com]  
**Sent:** 8/15/2012 4:15:28 AM  
**To:** mathew.streeter@basf.com; mike.durnal@basf.com; brady.kappler@basf.com; cami.krueger@basf.com; jody.jensen@basf.com; kevin.schuetze@basf.com; brent.mcdonald@basf.com; janet.jurado@basf.com; jon.a.ivey@basf.com; jennifer.wood@basf.com  
**Subject:** Fw: BR / IS request  
**Attachments:** \_

Nebraska Team,

You guys received this the other day. I would request that, if you have someone that would support this initiative, that you please ask them to. Pretty important to our future.

Dennis

**Dennis Holsteen**

BASF Corporation - District Manager---Nebraska Team

Phone: 402-423-4274 Mobile: 402-525-5728 Fax: 402-423-4281 E-Mail: dennis.holsteen@BASF.com  
Postal Address: 6616 S. 34th, Lincoln, Nebraska 68516

--- Forwarded by Dennis K Holsteen/NVA/RTP/BASF-CORP/BASF on 08/14/2012 11:13 PM ---

From: John M Sabatka/APN/RTP/BASF-CORP/BASF

To: \$APN-RTP-Crop-Western, \$APN-RTP-Crop-Diversified, \$APN-RTP-Crop-Cornbelt, Eric Kalasz/APN/RTP/BASF-CORP/BASF@BASF

Cc: Paul Rea/APM/RTP/BASF-CORP/BASF@BASF, Alyson Emanuel/NP/FLORHAM-PARK/BASF-CORP/BASF@BASF, Neil R Bentley/APN/RTP/BASF-CORP/BASF@BASF, Anne Burt/APN/RTP/BASF-CORP/BASF@BASF, Daniel C Pepitone/NO/FLORHAM-PARK/BASF-CORP/BASF@BASF, Megan Lybrand/NA/BASF@BASF

Date: 08/10/2012 01:31 PM

Subject: BR / IS request

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Field Sales Team,

The deregulation of Monsanto's dicamba-tolerant soybean seed is critical to BASF's future herbicide opportunity. Our dicamba chemistry is being vilified by organized opposition as a primary reason not to approve the DT trait. BASF Executive Management has pledged to support Monsanto in their seed deregulation efforts; as we have a vested interest in their success.

***Thereby; BASF Business Representatives & Innovation Specialists in soybean and cotton producing geography are currently being asked by Megan Lybrand (BASF Communications) to solicit farmers and encourage them to speak to the need and value of the DT system. Please support this important initiative. Growers will be asked to go to the Monsanto SEED site and enter their voice of support during the USDA open comment period for seed deregulation. (The attached file further describes the project & process)***



DT system - public comment period.pdf

Below is a recent example of Megan's request:

----- Original Message -----

**From:** Megan Lybrand

**Sent:** 08/08/2012 05:02 PM EDT

Hi,

BADER FARMS ET AL v. MONSANTO ET AL

**EXHIBIT  
PLTF-1220**

CONFIDENTIAL

Pltfs-1220.0001

I'm looking for a few growers willing to submit a comment supporting the deregulation of the dicamba-tolerant soybean trait. Positive comments are important to help regulators understand grower needs and perspectives (and they help counter campaigns waged by vocal opponents of biotech).

Our grower criteria is fairly broad, and good candidates might include folks who've had positive experiences with dicamba, are experiencing weed resistance problems (and now need multiple modes of action to handle tough weeds on their farms), or simply want to make sure that U.S. agriculture remains productive, sustainable and competitive.

The process is designed to be quick and easy, and growers can submit comments through this website: [www.roundupreadyplus.com/supportdicamba](http://www.roundupreadyplus.com/supportdicamba) Comments can be only 2,000 characters, so the message is short and should require a minimal time commitment.

If you or your retailers could provide me with some grower names and contact info, I'll be happy to reach out to them and personally explain the need and the process.

Thanks so much for your help!

Megan

**Megan Lybrand**

Marketing Communications

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Postal Address: 26 Davis Drive, Research Triangle Park, NC 27709

----- End of Original Message -----

**If asked; thank you for supporting Megan on this important project request.**

**John Sabatka**

Engenia Market Manager

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