

CAREY, BOYD J [AG/1000]

Subject: FW: Incremental Resource Request to Support Xtend Launch

Training Plan

Staged Labels Approvals

- 1.) Attention / Publicity
- 2.) Data
- 3.) One year for success

From: CAREY, BOYD J [AG/1000]

Sent: Sunday, August 28, 2016 12:26 PM

To: WITTEN, TY K [AG/1000] <ty.k.witten@monsanto.com>; ALLEN, SARA M [AG/1000] <sara.m.allen@monsanto.com>

Subject: RE: Incremental Resource Request to Support Xtend Launch

Ty and Sara

Terms & conditions, WRM terms of conditions

Please check my assumptions for the key drivers of our projected increase from \$2.4 to \$6.5M. I want to be sure I am correct and in alignment with you as I may get to talk with John early tomorrow morning. This is what I understand after discussions and looking over the proposal more closely:

- Our original requested number of \$2.8M was based on FY17 LRP numbers of 22M total Xtend crops. The allocated number became \$2.4M through miscommunication between me and finance.
- Based on 2016 experiences and learning and expected heightened attention on the part of customers, stakeholders and regulators we felt it imperative to re-evaluate projections
- Key drivers of increased projection/request:
 - # of potential inquiries increases from 10 to 20% (by far the primary driver)
 - # of deployment months increases from 6 to 7, and hours per week from 30 to 40 (more calls + deployment of FES for training)
 - # of total acres is the same at 22M for the \$6.49M request. An increase to 25M or 32M acres pushes the request to \$7.28 and \$9.53M respectively

Thanks to confirm if this is a representative overview without going into the entire analysis

Thanks
boyd

growers w/ branded decoupler

Please find attached the summary behind our incremental resource request to support the Xtend Launch. Here is a topline summary of the funding requested. Note that we would propose a November timeframe decision on these pending an EPA label and more clarity on our actual launch acreage:

- Increase Field Engagement Specialists (FES) program: **\$6.49-\$7.28M** (vs. \$2.4M existing program allocation)
- Incremental HGS staff for 1-800-ROUNDUP central call and FES dispatch: **\$175k** (vs. no existing program allocation)
- Two incremental Crop Engagement Manager HC and operating expenses to execute key deliverables and manage inquiries/reporting **\$500k**

Please feel free to call me for more background if you need it now. Ty Witten and Sara Allen prepared and aligned the FES proposal with Paris, Christensen and Rubischko. Please feel free to contact Ty for more detail on this if I am not available.

Thanks
boyd

BADER FARMS ET AL v. MONSANTO ET AL.
EXHIBIT
PLTF-172