

Message

From: FLANNAGAN, RON [AG/1000] [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=7C21A8F442EB4F3A83499FE0D64C32AF-RDFLAN]
Sent: 8/7/2017 11:29:19 AM
To: CAREY, BOYD J [AG/1000] [boyd.j.carey@monsanto.com]
Subject: FW: TA help with driftee people

FYI

Ron Flannagan, Ph.D.
 Regional Agronomy Lead - Iowa

314-640-9545 (c)

MONSANTO



From: CANTWELL, JOHN [AG/1000]
Sent: Monday, August 07, 2017 9:38 AM
To: WHITE, TONY D [AG/1000] <tony.d.white@monsanto.com>; FLANNAGAN, RON [AG/1000] <ron.flannagan@monsanto.com>; HESSE, BRAD [AG/1000] <brad.hesse@monsanto.com>
Subject: TA help with driftee people

It appears we are going at this with the wrong list based on the emails CAM people and TA people are sharing. Our driftee list is 10% of the people impacted. If possible we need the TA people to visit the Drifter and explore how many driftee's he impacted and reach out to those people. The FES people are eager to assist. At worst it's around 4 drifter's per county. We have around 200 some drifters in 99 counties. Each drifter impacted 2-4 neighbors. So it's a big number but still only a 2-4 stops per county. I have seen on the internet that estimates are 150,000 acres impacted which in my opinion a gross exaggeration, however we need our own data. I think we can significantly grow business and have a positive effect on the outcome of 2017 if we reach out to all the driftee people. Most investigations I did involved the driftee people. Most driftee people were interested in the technology and can be walked back to neutrality on the damage affecting yield and in many cases turned into new users.

My \$0.02

John Cantwell PHD
 Technology Development Rep
 14610 330th Street
 Strawberry Point IA 52076
 cell = 563 929 1077
 office = 563 933 2088
john.cantwell@monsanto.com

MONSANTO



Highly Confidential

MON0409924

Pltfs-0177.0002